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Influence of culture on consumer behavior in the fashion industry.

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Acknowledgment

Abstract

Wearing clothes is one of the main factors that differentiate us from animals. Human beings began wearing clothes more than 170,000 years ago after the second-to-the-last-ice age. The historical invention of weaving machine changed the way fabrics were made and thus our garments; from being tailor made to being mass-produced. We may now dress differently depending on the time, the occasions, the environment, as well as based on culture.

People all over the world can make different choices based on different preferences. Consumers buy the items with which they feel familiar and comfortable. An individual's preferences and level of comfort is derived through the inherent things that guide him or her to make decisions in a particular direction while they make decisions. The culture in which a person was raised represents a major influence in the preference for one's clothing. In the last decade, the world business environment is experiencing drastic changes by moving the clothing industry from mass marketing into an era of mass customization.

Differentiated products aimed at specific segments have become a necessary marketing strategy in an industry characterized by fierce competition to see who can please the customers the best. Historically, most purchasing of clothes was perhaps planned as economic resources were scarce. However, it seems that we now see a growing number of customers buying clothing on impulse i.e. an unplanned purchase. This is a new challenge for the clothing industry.

What: The purpose of the current study is, to investigate *impulse buying behavior* of clothes by young women from Norway and Sri Lanka; two very *different cultures*.

Why: Most of the past research studies have focused on western countries, and very few of Asian countries. None of the research study can find regarding the Sri Lankan context. Therefore it is interesting to conduct a study focused on the Sri Lankan context.

How: Hopefully this study will be helpful for the retailers and marketing managers to understand the impulse buying behavior in the context and thereby set up adequate strategies to implement impulse purchase

Using a quantitative approach, the study was conducted with a sample of 150 undergraduates representing both countries. A self- administered questionnaire was used to test five variables influencing impulse buying behavior. The results indicated that , availability of time and in-store promotion had no any significant relationship on impulse buying while influence from reference groups, shopping emotion and availability of money for shopping trips significantly impact on impulse buying.

Key words: Impulse buying, cultural differences, fashion industry, reference group, time, money, & in-store promotion.

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Chapter 01: Introduction

1.1 Chapter Introduction

This chapter discusses the general background of the phenomenon of what this study is focused on. Accordingly it provides a broader overview of clothing and its revolution as a fashion trend. Further this chapter focuses on the cultural differences and their impact on the consumer choices and their behavior. Furthermore, the latter part of this chapter explains about the importance of this study, and the structure of it.

1.2 Introduction

'As to when human moved on from animal hides textile.' (Today I foundout,2013) [1]Accordingly wearing clothes is one of the main factors that differentiate human beings from animals. The various view-points have been presented by different archaeological theories relevant to the beginning of human beings. One of the recent studies of The University of Florida concluded that, the history of human beings began to worn is going back to more than 170,000 years ago align with the second-to-last-ice age (today I foundout, 2013)[2]. Inventors.about.com[3] Web site mentions that, when human beings settled in Neolithic cultures, they tend to identify some more advantages of woven fiber over animal hides and the making of clothes. As a result of that, they developed some basic kinds of technologies in the world.

At the beginning clothes were prepared from some natural elements such as animal skin, grass, leaves, bones and shells and it has draped out together by using a simple needle which has made from animal bones[4]. Hence, inventors.about.com website mentions that, invention of the weaving machine is a turning point of clothing industry. Before that invention, there was a tailor made, individual base local & hand sewn system and afterwards it was changed to ready-made clothing industry.

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[1] http://www.todayifoundout.com/index.php/2013/09/when-people-started-wearing-clothes/
[2] http://www.todayifoundout.com/index.php/2013/09/when-people-started-wearing-clothes/
[3]http://inventors.about.com/od/cstartinventions/a/clothing.htm
[4]http://inventors.about.com/od/cstartinventions/a/clothing.htm

Different religious philosophers have forwarded numerous explanations regarding clothes such as; Christianity, the meaning of clothing is going to the Book of Genesis. According to the beliefs of Christianity, before there was sin in the world, Adam & Eve were naked and God have given clothes to them after they committed a sin (christiananswers.net, 2002).According to Buddhism, the robe tradition for Buddhist monks and nuns are going back to the time of historical Lord Buddha's era more than 25 centuries ago. Lord Buddha preached the monks and nuns, to use rough clothes used in funerals as their robes which are not used by anyone. The Buddhist philosophy has introduced some rules for its followers regarding the clothes and it has recorded in Vinaya-Pitakaya of Pali canon. [5] Some of the important explanations regarding women's dress code can be found in Islamic philosophy as well. 'Hijab' is a special word used in Quran to refer to the women's head cover that may or may not cover the face except eyes. In addition, this website elucidates that, covering of head is not only relevant for Muslim women but also for Christians as well. Especially Jewish women cover their heads at synagogue, wedding and religious festivities. Likewise, women and special men in Saudi Arabia cover their heads not because of the religious reasons but of the tradition[6].

In addition, Egyptian, Greek, and Roman civilizations explicate another impression of clothes.   That is, clothes must be align with the weather conditions and they could be able to cover the body more in cold weather and less in warm situations[7]. Furthermore,(pop, 2013) website mentions that, emergency of the fashion in the middle of the 14th century , is an important historical incident in clothing history and crusade is one of the major reasons for this drastic development. Styles were being remained same for centuries until Europeans started to change them every year and it developed up to national level changes in 15[th]century. Further, clothing has strongly influenced by fashion, with its continuous changes of appearance and the conventional uses (O'Connor, 2005). Fashion is a way of people use to convey the sense of beauty, color and overall interest and express themselves to society. Other than that, people use fashion as an element to describe the cultural differences.[8](Klepp, 2005) remark that, clothes can be used as a method of displaying the dissimilarities of norms, attract attention and provoke reaction.

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[5] http://buddhism.about.com/od/thefirstbuddhists/a/robes.htm
[6] http://www.ahl-alquran.com/English/show_article.php?
[7] http://raoulpop.com/2013/01/07/a-brief-history-of-clothes/
[8] http://www.ehow.com/about_6533050_importance-fashion-marketing.html

When referring to literature, one can discover a number of interesting expressions and viewpoints on clothing and fashion by different people. One of the famous English writers and composers, Anthony Burgess has quoted about fashion clothing like this, 'women try on novelty and are easy meat for commerce of fashion. Men prefer old pipes and torn jackets[9]. Another famous American fashion designer, Oleg Cassini has mentioned about fashion as, 'Fashion anticipates, and elegance is a state of mind... a mirror of the time in which we live, a translation of the future, and should never be static.'[10] Most popular Hollywood actress Jessica Alba has expressed her preferences regarding fashion as: "I love to play with jewellery and lay on necklaces and bracelets. Even if I'm wearing basics like jeans and a blouse, the right jewelry makes me feel elegant and glamorous. That and a good red lip - try Hourglass and Youngblood for punchy, bold colors."[11]

''People still judge a book by its cover, and we judge other people by what we see on the outside.' as this statement says, in the business world, a person's appearance is a critical factor to build up a good impression for others. Therefore, projecting a right appearance and good impression at first sight is a crucial factor to be successful in the business because there is almost never a second chance.[12]Meanwhile when concerning about historical aspect, Mahathma Gandhi was a remarkable character who made radical change in people's mind of all aspects of life including the dress code in the Indian history,. He changed his dress code from European to traditional Indian which is called 'Kahadi' as a symbol of unity of Indian humanity, economic freedom and equality (Gonsalves, 2009).

The business insider.com website expresses the broader overview about, the way of people spending money for apparel and how it can change upon their age level. As it explained, women have a higher tendency to spend more money on apparel in their twenties and thirties. Further, it shows the highest spending level ($ 750 billion per annum) in the age level of 45. The graph shows the total apparel expenditure details relevant to different age levels. (See the appendix 01)

The world clothing & textile market research report describes that industry account for 55% of overall market which encompasses clothing, textiles, footwear, accessories and luxury goods. It has recorded around $2500 trillion in 2010 and forecasted development for 2015

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[9] http://quotations.about.com/od/famousquotes/a/FamousFashionQuotes.htm
[10] http://quotations.about.com/od/famousquotes/a/FamousFashionQuotes.htm
[11] http://thezoereport.com/jessica-alba-interview-2013
[12]ales.about.com/od/How-To-Sell/a/Looking-Like-You-Mean-Business.htm

around $ 3000 trillion. According to the report, children's wear, bridal wear, men's & women's wear, smart fabric and the textile are the major key market categories in this particular industry (http://www.reportlinker.com/). Further this report explains that, expected market growth relevant to these different market categories have forecasted as, men's wear 14% and women's wear 12%. According to the survey findings, consumers spending relevant to clothing and textile are in a less steady situation due to the reason of world economic recession.

Czinkota,Ronkainen(2004) has mentioned in the book, "Culture is a thing that separate human from non-human." Moreover culture transmits and creates content and patterns of values, ideas and other symbolic-meaningful systems as factors in the shaping of human behavior and the artefacts produced through behavior, which is transmitted from one generation to another. Hence, culture serves as a leading factor to shape the preference, choices, and behavioral patterns of the people, who are in a particular culture. People tend to persist their core belief and value according to the society what they are living. As an example, Americans still have some values regarding the working, getting married; give some charity, and being honest. Core values are passed from one generation to the other as from parents to children throughout the strong reinforcement from major social institutions. Secondary belief may have more possibility to be different than the core belief. Thus, marketers have a relatively less opportunity to make changes in secondary belief but never to change core belief (Kotler & Keller, 2006). Even though, the core beliefs are fairly persistent, authors have presented some interesting examples relevant to some cultural swings as: '' In the 1960s .hippies, the Beetles, Elvis Presley, and other cultural phenomena had a major impact on young people's hairstyles, clothing, sexual norms, and life goals. Today's young people are influenced by new heroes and new activities. U2's Bono, the NBA's LeBron James, golf's Tiger Woods, and skateboarder Tony Hawk.''(Kotler & Keller, 2006).

Accordingly, as a cultural creature, no one can live without interactions with their surroundings. The world Disney 19th animated feature was 'The Jungle Book' about the orphan boy called 'Mowgli' by Indian wolf mother with her cubs in a deep jungle in India. As a result of spending the entire life in a jungle, he behaved like an animal and couldn't realize himself as a human being among these animals and was reluctant to go to the village until he saw a pretty girl and attracted to her (disney.wikia.com.).

Kotler & Keller (2006) further mentions this, ''purchasing power is directed towards certain goods and services and away from others according to the people's taste and preferences. Society shapes the beliefs, values, and norms that largely define these tastes and preferences. People absorb, almost unconsciously, worldview that defines their relationship to themselves, to others, to organizations, to society, to nature and to the universe''.

www.bbc.co.uk web site remarks that, dress patterns can be served as an identity and the modesty of a particular culture. When concerned about the customs, it can be varied on the basis of both society and religious background. Furthermore, changes and the modification of clothing habits are some of the significant visible reflections of the constant development of the fields of technical, political, social and economic. As well as, major diversification of costume designs can be generated or grounded on several factors such as: raw material supply, technical skills of the people, moral standards, and religious values, political and aesthetic ideals. Accordingly, culture is a significant factor which displays the diversification of a dress pattern. In wedding dresses of Indian and Western cultures one can identify significant differences. While Asian brides most of the time use sarees with veil as their wedding dress, Western brides dress up with long white gown with hat. For an example, in India, within the country in different regions (South, East, and West) there are some differences of sarees they use as wedding dress.

1.3 Background of the Study

1.3. 1 Consumer Behavior

''Consumer behavior which can be defined as the thought, feeling and action of consumers and the influences on them that determine the exchange.''(Gilbert A. churchill, 1998). (Vignali, & Vignali) express that, consumer behavior consists of a range of activities performed by consumers to use to select, secure, use and dispose of product and service. Furthermore the activities they are engaged in this regard can be different in terms of what, when, how, why, and from where they buy the products. Authors explain several factors as they have identified such as organizational corporate value, perceived quantity and quality of information as influences for consumer decision making. In addition, (PEREIRA, 2010) believe that, culture, environmental factors, and social factors communication also have a certain ability to make some effect to consumers buying decisions. In addition to that, Kotler & Keller (2006) acknowledge that, factors like physiological factors, socio-cultural factors,

personal factors, psychological factors and rational factors can make a substantial impact on buying behavior. In fact, commodity and physical protection are concerned as physiological factors while socio-cultural factors comprises with family, work and social group. (Berry, 2005)notes that, when they are representing various cultures ,they indicate some dissimilarities to brands and the apparel products .(Vignali & Vignali) further express that, personal factors such as age, consumer life cycle, occupation, economic level, way of life and personality also can be worked as criteria for selected products and services. (Gilbert A. churchill & Peter, 1998, p. 142) pointed out that, studying about the consumer buying process & forces which shape it is highly useful to get a clear idea about consumers.

(Gilbert A. churchill & Peter, 1998, p. 142) have explained in their book, ''consumer buying process includes five steps: needs recognition, information search, alternative evaluation, purchase decision and post purchase evaluation. Furthermore, this process is influenced by social, marketing, and situational factors. ''Also authors have presented some examples that, when people buy regular items such as milk, they tend to spend relatively less time to select and buy it, as just pulled up to the convenient store on the way home and take it within few minutes. But on the other hand, when people buy an electronic item such as CD players, they naturally spend hours and hours to find information, select a brand, a model and buy it. Further, one can identify three main types of consumer decision making: routing, limited and extensive. Characteristics relevant to each type can be categorized as follows;

Table 1.1: Characteristics of Three Types of Customer Decision Making.

Type of decision	Consumer involvement in purchase	Characteristics of consideration set	Information sources	Time invested
Routing	Low	One or a few brands, sellers, and products.	Internal sources	A little as possible.
Limited	Moderate	Several brands, seller and products.	Internal and some external sources.	More time invested.
Extensive	high	Many brands, sellers and products.	Internal and many external sources.	Much time invested.

Adopted from: Gilbert A. churchill & Peter, 1998, p. 148

Dholakia (1999) explains the shopping as a gender based activity. Moreover, (Otnes, 2001 #20} have concluded a similar idea, as shopping is a feminine activity. Furthermore they have revealed that, male and female shopping can be differing not only from the degree of shopping but also the kind of shopping. Besides, authors (cited from Fischer and Arnold, 1990) stated that, women involvement of shopping is higher than men related to the factors such as attitudinal, role-demand, and trait based explanation. In addition to that, these authors have highlighted some recent research findings relevant to men's buying behavior and it explains that, married men are more involved in family grocery shopping trips and they are more responsible than enjoying the activity.

1.3. 2 Consumers' Buying Behavior on Fashion Apparel.

Fashion apparel buying behavior is an individualistic gender based activity. The choice of the clothes and preferences can be varied from person to person according to the color, brand, fashion, and material. For example, many people use color and contrast to express of feelings in their mind. In addition to that, factors such as product properties, designs, comfort and individuality are playing a decisive role on consumer's apparel buying decisions (PEREIRA, AZEVEDO, FERREIRA, MIGUEL, & PEDROSO, 2010). In the above mentioned research studies, authors have revealed that, (cited from Arriaga, 2005), '' fashion starts and ends at the consumers''. That because, it is obligatory to understand their behavior of consumers clearly to satisfy in an innovative and creative manner. Birtwistle & Tsim (2005) explain about the US mature female consumers as people who are having cognitive young mind set and displays relatively different consumer behavior patterns than the similar previous consumer group. Consequently, authors pointed out that, some characteristics relevant to this mature consumer group (cited from Szmigin and Carrigan ,2000) as such: enjoy their shopping, use department stores what they know, enjoy from personalized shopping, frequently buy for personal use and less frequently shopping compared to younger and perceived them as fashion conscious. (Taylor, 2002) reports that, young female teenagers are passing at least three stages during the age from 10-20. They start to experience about their body changes, self-esteem drops, and they start to realize themselves as unique young women. As further they are acquiring some new experience related to new clothes and make-ups. Teenagers concern, shopping for clothes is a social experience and mall as a place to hang out (Taylor & Cosenza, 2002, cited from Matthews *et.al,* 2000). Furthermore authors explain (cited from, Business week, 2001), teenage girls are notorious fickle shoppers who

tries to realize instant gratification and they decide the product they want while in the mall and mostly selected that are promoted in the mall cultural structure.

1.4   Chapter Conclusion

The previous part of this chapter has discussed about initial concepts relevant to this study. Accordingly   origin of clothing and fashion apparels and   broader outline of consumer's behavior has conferred.

1.5   Research Question

1.5.1 Main Research Question:

The recent study of Lee and Kacen (2007) has mentioned that, the national cultural differences are a significantly influencing factor for consumers' impulse buying behavior. Especially, geographical area they have grown up, historical beliefs and values they have, can create expressively desperate behavioral patterns of consumers in various cultural contexts. Accordingly,

The Phenomenon of the Study:

Consumer buying behavior can be referred as buying behavior of goods and services by individual or household consumers as the final customer in this process for their personal consumption. Hence, consumer market consists with both individual and household consumers. Further this chapter mentioned that, ' As an example , The US market includes more than 300 million persons who consume more than $12 trillion worth of goods and services, almost $ 10,000 worth for every man, woman and child.'(kotler,John,& James 2010,p.150). Author cited quotation highlighted that importance and the worth of the consumers and their behavior not only for business organizations but also for all economies. Moreover, consumer preferences for products and services and the items they selected can be varied based on their age, income, educational level, and their tastes. Additional authors mentioned the strongly influencing factors for consumer behavior can be cultural, social , personal, and psychological characteristics(kotler& et.al ,2010,p.151) . Accordingly expected phenomenon to study here is,

Are there any differences of fashion apparels impulse buying behavior of Sri Lankan and Norwegian young female consumers?

Several questions were developed as follows:

1.5.2 Sub Questions:

(a) How do reference group members can be influence for fashion apparels impulse buying behavior of young female consumers in Sri Lanka & Norway ?

(b) How do shopping emotions can be influence of fashion apparels impulse buying behavior of young female consumers in Sri Lanka & Norway ?

(c) How does the consumer's available time for shopping can be influence for the fashion apparels impulse buying behavior of young female consumers in Sri Lanka and Norway ?

(d) How does the consumer's available money for shopping can be influence for the fashion apparels impulse buying behavior of young female consumers in Sri Lanka and Norway ?

(e) How do in-store promotions can be influenced for fashion apparels impulse buying behavior of young female consumers in Sri Lanka & Norway?

(f) What is the most influencing factor for young female consumers fashion apparel impulse buying behavior in Sri Lanka & Norway?

Why Study this Phenomenon?

As the author explained above, consumers are playing an expressively important role in this business arena. 'It's all about creating a compelling value position for the consumer. If you build a better mousetrap, the world will only beat a path to your door if people are interested in catching mice.'13 The quotation cited by the author clearly described about the importance of creating a compelling value to customers. In order to construct a good value to consumers, the marketer must have a proper understanding about their preferences as well as behaviour and its differences. Hence, author believes that, the findings of this study will be more helpful

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[13]ile:///F:/university%20of%20Adger/semester%204/cultural%20diff%20&%20VMS/full%20paper/chapter%20 01/refernce%20articles/0206_The_Consumer_is_King.pdf

for marketers as well as other academics in order to get a better understanding about this mysterious business arena.

1.6 The Study Context

1.6.1 Sri Lanka

Sri Lanka has a multi ethnic population. Comprised with, Sinhalese (74 percent), Tamils of Sri Lankan origin (11 percent), Tamils of Indian origin (4 percent), Moors (9 percent), and Others (1 percent). The religious composition is Buddhists (70 percent), Hindus (13 percent), Christians (7percent) and Muslims (10 percent).Sri Lanka has a population of around 20 million and the majority of it comprises with 15-54 age categories (62 percent) and second largest age group is 0-14 (26 percent). Country estimated GDP at market prices is at US$ (Bn) 59.4 in 2012 (Central bank report, 2012)[14].when concerned about the clothing industry in Sri Lanka, it is the highest clothing exporter in Asia and has given special attention for application of ethical practices cross the supply chain.[15] Sterio type of Sri Lankan consumers can be simply explained as, "price conscious" consumer group and can be seen relatively high price conscious among the low income group or when people are experiencing decreases of income. In general most of the Sri Lankans are looking for a "value-for-price" but these people are not ready to accept any quality at low price. Moreover, Sri Lankan men are comparatively more brands conscious specifically for apparel brand than women. As well, women are given high consideration on brands, when they buy products for their family such as food and beverages. Also this article reveals that, this can be changed upon their income level and upper and middle class Sri Lankans are more brand conscious than other groups. Social factors such as family members and friends can make a significant impact for consumer decisions than other factors such as, age, income, and occupation. At present, people's lifestyle also perform as trivial influence in the selection of cross products such as food, clothes and beverages , due to the reason of continuous adoption of western lifestyle. [16]

1.6.2 Norway

Norway is officially known as The Kingdom of Norway, and it's a Scandinavian unitary constitution. The country is the second least densely populated country in Europe which is having little above 05 million populations. Norway has booted economic fortune in 1960's

[14]http://www.cbsl.gov.lk/pics_n_docs/10_pub/_docs/statistics/other/econ_&_ss_2013_e.pdf
[15]http://www.drapersonline.com/in-business/ethical-fashion-sustainable-by-design/5054661.article
[16]http://archives.dailynews.lk/2010/06/03/bus25.asp

after inventing oil. The country has become world largest oil producer in per capita outside the Middle East region[17]. According to the World Bank report in 2012[18], country estimated GDP $ billion 499.7 and its expected growth rate is around 3%. Furthermore, net adjusted average household income per year is 31 459 USD[19]. According to the Norwegian statistics, majority of population representing the 20-44 age category,(as a figure: 17 44 961) and second largest age group comprises with 45-66 age levels.[20]Polish nationalities are the major foreign nationality in Norway which is denoted 18%.[21]

When concerned about the Norwegian dress culture, traditional costume called 'Bunad' is worn by both men & women. It can be seen with either traditional one or as a modern one with some inspiring historical patterns. The 'bunad' means 'clothing' which has developed with Norwegian culture. This traditional dress represents the family, home and areas people come from. In the present days, Norwegians tend to dress up with Bunad for special occasions such as, Baptism and confirmation, Balls, Norwegian constitution day and especially in wedding season in May-June (mylittlenorway.com)[22].

Rysst, (2010) study relevant to teenage girls in Norway has declared that, Norwegian minister of family affairs has given some special consideration and informed to apparel chain stores to pay the necessary attention to withdraw teenage sexualizing garments from their shops. Furthermore the finding of this study reveals a gap in clothing fashion industry and understanding of differences between the pre-teenagers and older generation. It explains that, these girls always want to dress up older than their age and want be fashionable, cool but not having a sexy look. Thus, the study declares that, there is conflict creating among the feelings of teenage girls and the way of elders persuade them.

1.7 Significance of the Study

1.7.1 Empirical gap

Even though, studying about consumers' buying behavior of fashion apparel is undauntedly interesting area, most of the studies relevant to this field has focused on USA or Europe

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[17] http://en.wikipedia.org/wiki/Norway
[18] http://data.worldbank.org/country/norway
[19] http://www.oecdbetterlifeindex.org/countries/norway/
[20] http://www.ssb.no/en/befolkning/statistikker/folkemengde/aar/2014-02-20
[21] http://www.ssb.no/en/befolkning/statistikker/folkemengde/aar/2014-02-20
[22]mylittlenorway.com/2009/05/bunad-norwegian-traditional-costumes

countries and very few has given some consideration for Asian countries(Lee & Kacen ,2008) . Maheswaran & Shavitt, (2000) highlight that, due to the high influence of cultural factors on consumer behaviour, it's important to pay some considerable attention to these differences in order to succeed in this global business world.

1.7.2 Conceptual gap

There can be seen significant conceptual gap in respective study context relevant to most of the Asian countries and as far as researchers' knowledge, there is not any study conducted on Sri Lanka and Norway so far regarding this matter. Since impulse buying behaviour itself is to a greater extent shares a subjective interpretation is very important to understand the determinants from the local cultural perspective. Thus, conducting this study, the researcher supposes filling the significant conceptual gap relevant to this study context.

1.8 Limitation of the Study

In this study, qualitative study respectively covers total 150 respondents from both due to the reason of limited time and money. Furthermore a study was carried out on one selected university student group in Sri Lanka as well as in Norway. There by researcher would like to acknowledge that, data would be richer if the study would be able to cover the several universities in both countries and get the responses from several faculties.

1.9 Objectives of the Study

1.9.1 Main Objective:

Czinkota, Ronkainen (2004) mentioned in their book, "Culture is a thing that separate human from non-human." Moreover culture transmits and creates content and patterns of values, ideas and other symbolic-meaningful systems as factors in the shaping of human behavior and the artefacts produced through behavior, which is transmitted from one generation to the other. Hence, culture serves as a leading factor to shape the preferences, choices, behavioral patterns of the people, who are in a particular culture. Accordingly,

The main objective of this study is,

Identify the differences of fashion apparels impulse buying behavior of young female consumers' in Sri Lanka and Norway.

The study is planning to accomplish the main objective throughout the several sub objectives.

1.9.2 Sub Objectives:

1   To determine the influence of the reference group on impulse buying decisions of young female consumers in Sri Lanka & Norway.

2   To investigate the relationship between young female consumers impulse buying behavior and shopping emotions in Sri Lanka & Norway.

3   To determine the influence of consumer's available time for the fashion apparels impulse buying behavior of young female consumers in Sri Lanka and Norway.

4   To determine the influence of consumer's available money for shopping, for the fashion apparels impulse buying behavior of young female consumers in Sri Lanka and Norway.

5   To investigate the relationship between young female consumers' impulse buying behavior and in- store promotions in Sri Lanka & Norway.

6   To identify the most influencing factor in young female consumers fashion apparel impulse buying behavior in Sri Lanka & Norway.

1.10 Structure of the Study

Chapter one of the study consists of interdiction of the phenomenon under investigation. It developed the basic background for this study through broadly discussing the background of the apparel and fashion apparel and so on. Further, the first chapter remarks the phenomenon of the study and as well as reasons to why is the study being conducted.

Particularly chapter two focuses on fore mostly the literature review which helps to build up strong foundation to this study. Subsections of the chapter will be rooted on consumer buying behavior, special concerns about the relevant theories that have been conceived by past researchers and different buying behavior patterns, apparel buying behavior as well as varieties between different cultures: Asian, European and African, not only that, seasonal and psychological factors as well.

Methodology for study describes in chapter three. It mainly provides the detailed explanation about the research designed which is being used for this study, data collection methods and the data analyzing method that has being employed to the study. Chapter three is basically developed under main two subsections related to quantitative and qualitative studies. Design of the questionnaire or interview guide, sample selection, and etc… are separately discussed in each subsection.

Chapter four is related with the data analyzing part. The chapter has planned to develop under main two subsections based on above mentioned qualitative and quantitative studies. The first part of the chapter focusing on the analysis of qualitative data and similarly quantitative data analysis will be mentioned in the second part of this chapter.

Chapter five is for the final conclusion and some future implications which have been made.

1.11 Chapter Summary

This chapter focus is to use explore information about the background of the study by giving detail overview of the history of clothing and fashion apparels. As well as it discusses the objectives of the study and the formulated research questions accompanied with several sub questions.

As further, the next chapter is mainly focusing on theories and past research finding according to the selected phenomenon. It will exhibit the fool of information regarding to the impulse buying behavior of consumers.

Chapter 02 Literature Review

2.1 Chapter Introduction

Theories are the well-built foundation for successful study. This chapter discusses the appropriate theories and past research findings relevant to the consumer fashion apparel buying behavior and impulsiveness. Accordingly the author tries to declare the strong relationship among these concepts from past research findings. As further this following section briefly pays the attention for these selected variables which are exploited to conduct the empirical study.

2.2 Fashion Apparels

Clothing is one of the vital parts of the one's own life. Naturally in every moment in our life we need to make a selection of some kinds of clothes to wear in our day to day life. In view of that, according to the time, occasions, and environment, dress are we worn can be changed. The selected verse of the poem by William Allen Butler, called "Nothing to Wear";[23] simply explained these variances as like this,

Dresses for breakfasts, and dinners, and balls;

Dresses to sit in, and stand in, and walk in;

Dresses to dance in, and flirt in, and talk in;

Dresses in which to do nothing at all;

Dresses for winter, Spring, summer, and fall—

All of them different in color and shape,

Silk, muslin, and lace, velvet, satin, and crape,

Brocade and broadcloth, and other material,

Quite as expensive and much more ethereal;

When refer the term fashion apparel, several synonymous terms, overlapping meanings can be appeared as like this: clothing, costumes, dress, garments, apparels and fashions (Hansen,

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[23] http://www.bartleby.com/102/157.html

2004). Author has referred the term 'dresses' defined by, Eicher & Roach-Higgins (1992) as "assemblage of body modifications and/or supplements," which reckons the both ability of expressiveness of the dress and the strategic effect which is entitled with material properties. Even then, author has used term garments in this particular paper, in order to speak about the, specific items of clothing and apparels, as well as when addressing about problems relevant to the manufacturing of garments. Finally, terms called clothing /clothes and dress has used in this particular paper interchangeably or synonymously.

According to the recent study findings, present research arena is having fewer tendencies to concerns about the dress as a media of negotiation over the gender boundaries. Moreover, most of the recent studies of clothing have trivialized the some particular areas, such as western women's fashion interest as well as antifashion tendency which are caused to devaluate the dress as on cultural and economic phenomenon (Hansen, 2004).

 Hansen, (2004) cited from (Polhemus 1996) states that, another one of the modern considerations has raised related to clothes is that, dress are worked as a media of travel cross the all urban and rural class lines and as similarly go around the globe. Furthermore, author has declared importance of the study about fashion choice as : 'Examining stylistic choice as a complex and heterogeneous process, contemporary anthropological work has moved beyond the idea of emulation to embrace notions of bricolage, hybridity, and creolization.''

Hence author has concluded that, lot of research studies which are focused on fashion apparels are hearted with the clarification of dynamics of these differences.

Joung & Miller (2006) emphasized that, clothing is given intensive to people to being remain active in social activities, thus its perform an important role in this regards. Further, author reveals that (cited from Workman and Johnson, 1993), when people interacting with others, wearing fashionable clothes makes positive emotions and enhance the sociability. Joung & Miller (2006) refute further, personal appearance is an important element in social interaction. O'Connor (2005) discusses that; clothes can be experimented in both views as wearing and viewing. People construct clothes to shape their appearance due to its eminent malleable quality. Besides that, while the live experience of clothes is mostly shaped in the situation and the context, these lived experience of clothes can be revealed based on both how our feeling about it and how others evaluate our crafted appearance of this dress.

Maga-Zine.com[24] web site remarks that, Asian, European and US fashions are playing foremost role in world fashion industry by introducing significantly different fashions among others. European fashion has been able to keep long lasting leadership position in world fashion industry based on its solid historical background by continuously introducing grand, detailed, artistic, elegant and dramatic styles. Specially, famous fashion leaders in the European continent, such as the UK, Germany and Italian fashions are constantly making a crucial impact for the fashion designs of the world leading fashion brands such as Gucci, LV, etc.

In particular, US fashion industry reflects the total different trend relative to the European fashion industry. US is the fashion industry that has a fast moving gimmick taste, fashion changes upon the major cities such as New York fashions and Los Angeles fashions. Compare to European fashion, most of the time US fashions are flexible and more casual which are introduced under simple and smart casual by focusing not only fashion trends but also mass market (Maga-Zine.com).

Furthermore, same website, endorses that, fashion trend in Asia is following both the European and US fashion trends. Due to more conservative and comparative small body size of Asians, it has created some needs to make changes in size and be less innovative of its fashion in these brands in order to face the market demand. Furthermore, it specially highlighted about the Japanese fashion trend. Even though, Japanese fashions are highly influenced by the US trends due to its geographical location; it always tries to localize its fashion with Asian styles and oriental looking. Moreover, Japanese fashions are more innovative, creative and highly focused on young image[25].

Not only the more personal perspective, but also comprehensive economic perspectives of clothes are also important to give some attention in this study. Apparel industry is one of the major industries which connects modern western markets and in open-air urban market in third world via the production, imports and exports. Accessibility as global arena is facilitated to all local consumers contact all new arrivals; not only that it's helped to satisfy the individualism and at the same time diversified needs on various directions (Hansen, 2004).

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[24] https://www.facebook.com/note.php?note_id
[25] https://www.facebook.com/note.php?note_id

Preez, & Visser (2003) emphasized that, the concept of apparel and fashion apparel is the most focused research area compares to other major consumer products. Further same author declared that, apparel business as the most intensive business in the world due its strong combination with seasonal changes and fashions. When considering the fashion apparel industry in general, academic studies have given fewer attentions to the production of apparels in social relation prospect. Femenias (2004) explained that, so many strong evidences could be found relevant to the unfair labour practices in gender and age in third-world countries and west's metropolitan sweatshops.

Further author concludes that, these production issues have introduced new versions of 'ethnic clothing' to the world. Another negative effect of this global apparel industry is, emerging of export supply chain as informal trade. This makes leading fashion makers continuously facing some problems with copy write issues when they localized their products (Hansen, 2004).

2.3 Consumer Buying Behaviour

Consumer decision making process is an important part in consumer behaviour. Decision making of product is a process, can be explained as follows,

'Decision-making is a process, which means a series of cognitive (and emotional) activities that occur over time. This is not to deny that, some decision result sudden insight. However, most of the important decision that people require a sequence of effort to understand the situation, identify option, gather information, and draw the needed inferences.

(Weitz & wensley, 2002, p.371).

Hence, it's further explained that, aim of the process is to identify the best alternative by evaluating all others and finally identify the most superior one in overall value.

Process of decision making has been extended both forward and backward to complete the decision making. This framework is composed with five sequential phases, can be displayed as follows.

Figure: 2.1 Frameworks for Decision Making
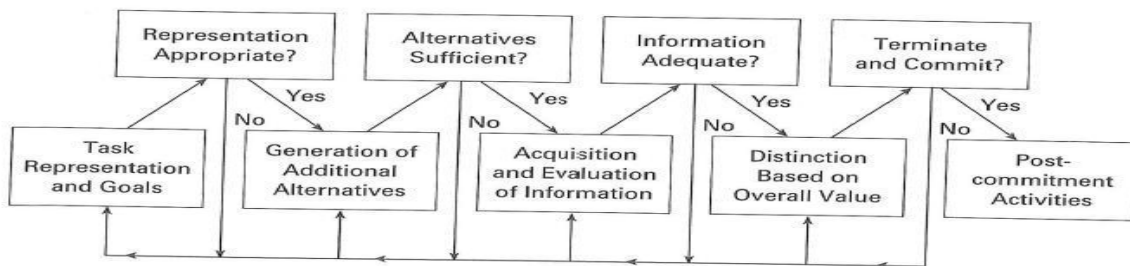
Figure 15.1   Framework for Decision-making

Source: Weitz & wensley, 2002, p.373, figure 15.1.

2.3.1 Related Theory and Frameworks

Consumer decision process cannot be able to discuss isolatedly. Some relevant theories and approaches can be identified as follows.

- Expectancy –Value Model.

This model is discussing the consumer involvement in decision process. Involvement of consumers can be reviewed based on the level of engagement and as well as active participation of consumers to respond the marketing stimulus. Alternative decision making patterns can be identified applicable to the level of engagement in the decision making process and the amount of information that are processed to make decisions. When the consumers are highly involved with the decision making process, they tend to process larger numbers of cognitive information (philip kotler, Kevin lane keller et al. 2009, p. 255).

- Elaboration Likelihood Model.

The model developed by Richard Petty and John Cacioppo, converses about the way of consumers make an evaluation of alternatives when they make choices and the way of consumers attitude formation and changes. Model has explained about the major two roots as central and peripheral, relevant to attitude formation. The attitude formation or changes in central roots will be happened, based on many thoughts, and more rational consideration on most important features of the product (philip kotler, et al. 2009, p. 255).

- Theory of Planned Behaviour.

Theory is discussing the time of consumer involved or motivated to do an in-depth evaluation

about the expected outcome of a particular good or service before he or she makes the final purchase decision. Theory is the extension of the theory of reasons action, which is determined about the consumer's behavioural intension. Structure of the theory can be graphically displayed as follows (philip kotler, et al. 2009, p. 256).

Figure: 2.2 Theory of Planned Behaviour.
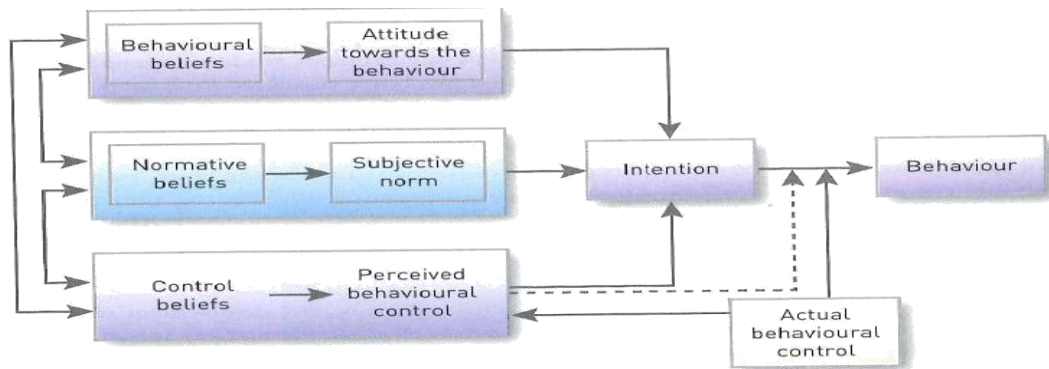
 Source: kotler, et al. 2009, p.256

Blackwell, Miniard, and Engel (2006) imply that, consumer behaviour is the concept which has dynamic issues and very complex to define commonly. Therefore, the concept of consumer behaviour has defined in different aspects in different research studies.

2.3.2 Definitions

Table 2.1: Definitions

Author or Arthurs	Definition
1. Kotler and Keller (2011)	'State that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.'
2. Philip ,John,& James 2010,p.150	Consumer buying behaviour can be referred as buying behaviour of goods and services by individual or household consumers as the final customer in this process for their personal consumption.
3. Kumar, 2010,	

	p.218.	"refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption"
4.	Schiffman (2007)	"the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs"
5.	Solomon et al. (1995)	''Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires"

Relevant to the point one (1) Kotler and Keller (2011) have remarked that, in this competitive environment, in order to accomplish the competitive advantages over their competitors, for both manufacturer and service provider it is important to have proper understanding about the consumer behaviour, and the way they select products and service and so on. Over this knowledge firms may be able to design their strategies properly and finally offer a right product for the right customer in right time by reflecting their needs effectively. In the meantime Kotler et al (2005) have explained that, sometimes, it is rather difficult to discover exact reasons for behaviour of particular consumer groups or individual consumers, even though markers give continuous greater effort to understand them. Moreover, consumer preferences for products and services and the items they selected can be varied based on their age, income, educational level, and their preferences. Additional authors mentioned the major influencing factors for consumer behaviour are based on cultural, social, personal, and psychological characteristics (Kotler & et.al, 2010, p.151). Similar idea to Kotler has expressed by Kumar (2010), remarks that, studies about the consumers should be conducted relevant to the factors influencing for consumer purchasing patterns, and analysis the changes of this factor's along with social changes.

Another alternative idea has provided by Egen (2007) is, proper understanding about the needs and the buying behaviour of the consumers in the country , will make greater influence to provide high quality products to market and ultimately it will contribute to upgrade the economic situation of the country. Furthermore, it causes to improve the competition of the country in global market.

Although these different definitions highlighted by the author ,have discussed the consumer buying behaviour in different aspects: all these lead to a common view as, consumer buying behaviour is a process of selecting, purchasing and disposing of goods and services according to the needs and wants of the consumers. In addition to that, factors such as cultural, social, personal, and psychological characteristics can strongly influence consumer behaviour (kotler & et.al, 2010, p.151).

- Model of Consumer Buying Behaviour

In a marketer's point of view, consumers' buying decision is focal points of marketer's all efforts. Even though marketers spend larger amounts of money, considerable larger period of time and effort, it's somewhat difficult to understand properly the locked facets of the consumer's mind. The summary of the complex phenomenon can be figured out as follows:

Figure: 2.3 The Model of Buyer Behaviour.

The environment
- **Market Stimuli** (products,Price,Place, promotion)

- **Other** (Economical,technological,Social, Cultural)

Buyer's black box
- Buyer's charectoristics
- Buyer's decision process

Buyer responsess
- Buying attitudes and responses

- purchase behaviour : what buyer buy, what, when, where and how much.
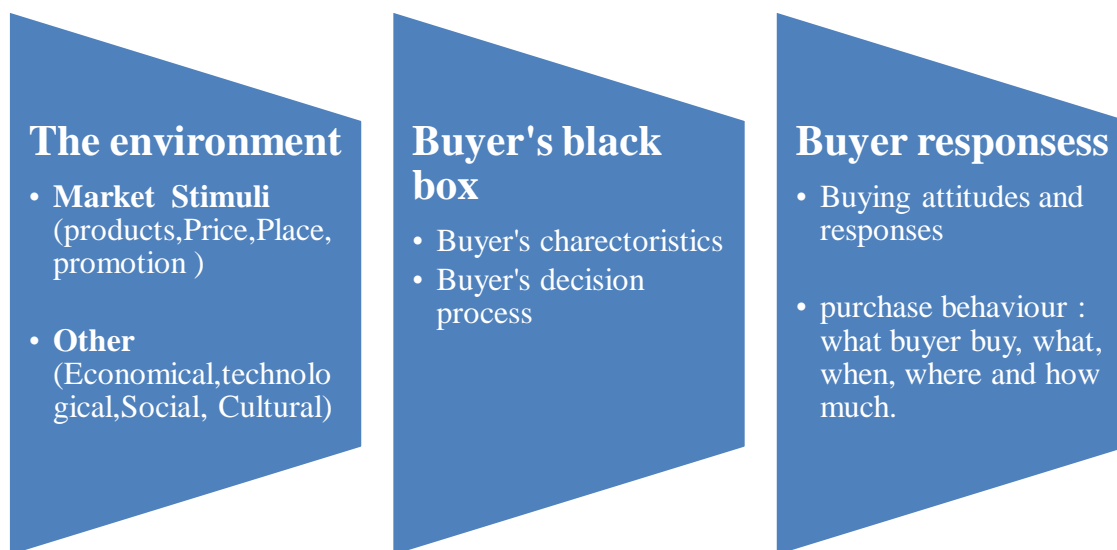
Source: Philip Kotler and Armstrong, 2014, p.159).

2.3.3 Summary of Research Findings
Table 2.2: Summery of Research Findings

Author/s	Independent variable/s	Dependent variable/s	Analytical model & sample	Findings
Laroche, M., et al. (2001).	-Demographic factors	Willingness to pay for eco-friendly	-Qualitative study: survey	-Attitudes: have positive relationship with attitudes and

"Targeting consumers who are willing to pay more for environmentally friendly products."	-Psychological factors -Behavioural profile of consumers	products.	-22 census tracts in 17 municipalities in larger North American city	willingness of pay(as responsibility, being environmental friendly) -value: collectivism & security is most important for ecologically conscious consumers. -Behaviour: more than 80% respondents concerns about the environmental issue, when make buying decision.
eckett, A. (2000). "Strategic and marketing implications of consumer behaviour in financial services."	Consumer's attitudes	Buying of financial instruments		-Has identified an impact of nine distinguish characters as a financial instrument and a service to consumer involvement and the perception of uncertainty. -Consumer needs have discussed according to the Maslow's theory and most of the instruments are fulfilling the lower end needs there. -Perception of uncertainty has discussed against the predictability of outcome, & it shows low uncertainty. -Consumers construct rational/dependent behaviour: buy motor, house. -To buy investment trust or unit trust: used relational/dependent

				form.
Carrigan, M. and A. Attalla (2001). "The myth of the ethical consumer–do ethics matter in purchase behaviour?"	-Marketing ethics -Consumer attitudes	-Social responsibility -Purchase behaviour	-Qualitative research: Focus group interview, -Five participants	-Identical difference not identified. -No significantly identified impact form gender for ethical attitudes. -Customers only concerns about certain kind of social issues. : Not more concerns about animals. -Most influencing factors for buying decision in this group: price, brand image, & fashion trend. -Most of the purchase decisions driven in personal reasons rather than the societal reasons.
Evanschitzky, H., et al. (2008). "Consumer ethnocentrism in the German market."	-Domestic-country bias -Consumer Ethnocentrism	Consumer products preferences.	-Replication study of Balabanis and Diamantopoulos (2004). -Study site: USA, France, Great Britain, Japan, Italy, and Germany. - Data collected through self-completion questionnaire.	-Consumer purchase behaviour can be explained by using both demographic variables and country of origin effect.

Consumer buying behaviour is a phenomenon which is rigorously discussed in the academic research arena in numerous views, thus the author has pointed out few selected research studies and its funding as further understanding of readers.

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Tinne (2011) cited from (Churchill and Peter, 1998) notes that, these highlighted different consumer buying situations can be created based on a number of factors, such as situational factors, social surroundings which, is mainly consists with people's characteristics and roles, and their interacting manner, etc., physical surrounding of the store that is mainly concerned as store location, merchandise display, store interior/exterior design, etc., further social, and marketing factors. Besides that, author has further mentioned some important factors such as Culture, subculture, social class, family, reference groups, time , task, monetary condition and momentary moods as influences for consumer thoughts, feelings and actions of this decision making process.

Further concerns about the types of the decisions made by the consumers, are able to greatly change upon the product or service what they are going to buy, like a tube of toothpaste, a smart phone, financial service and new car (Kotler and Armstrong, 2014). Thereby, authors explain that, consumers are involved in the buying process more deliberately, when they make a complex decision. Accordingly, same authors have pointed out mainly four various decision types according to the changes of involvement and the brand differences. Further it has graphically displayed as follows:

Figure: 2.4 Four Types of Buyer Behaviour.

	High Involvement	**Low Involvement**
Significant differences	Complex Buying behaviour	Variety seeking buying behaviour
Low differences	Dissonance-reducing buying behaviour	Habitual buying behaviour

Source: Philip Kotler and Armstrong, 2014, p.159.

Among these different types of decision methods and buying behaviour patterns, it is one of the interesting areas to focus as a research study in consumers' impulse buying behaviour pattern.

2.4 Impulse Buying Behaviour

According to the past researcher's viewpoints, impulsiveness of consumers is one of the important areas to study because of several reasons. Study on the impulse buying behavior is equally important both in business perspective and economic perspective. Park & Cho. (2013) reveals that cited from a study conducted in 1997, grocery items such as Candy and magazine has recorded more than $ 4.2 billion annual store volume in particular year not only that its generated more than four billion dollars annually in the USA. Nevertheless, more than 80% of sales in some particular product categories are represented by the impulse buying actives (Park & Cho. 2013). Buyers have a tendency to buy some products in impulsive way, when that particular product gives a feeling of representing themselves or a group identity. Furthermore, researchers suggested that, most of the time, decision to buy a new product is a result of influence of impulse decision than the prior planned one (Verplanken & Herabadi, 2001).

Park & Cho. (2013) mentioned that, cited from (Rook 1987) the star of studying of impulse buying behaviour seriously has happened in 1950s' and the concept of impulsiveness has described as 'unplanned purchase' in these particular studies. Jones, Reynolds, Weun and Beatty (2003) mention that, later these views of impulse buying have grown up towards the demographic and life style characteristics of consumers. Park & Cho. (2013), note that, identification of the consumer's internal motives as a leading factor for impulse buying rather than some certain product categories, is one of the significant notable development related to this study context. Impulse buying activities as behaviour, is difficult to study through the traditional behavioural model such as reason action model which has developed mostly focusing on attitudes derived on consideration of cost and benefits (Verplanken, and Herabadi 2001).In order to describe the impulse buying, Kim (2003) has developed a model as a modification of Churchill's and Peter's (1998) which has developed by considering the nature of the impulse buying.

Figure: 2.5 A Model of Impulse Purchase Process.
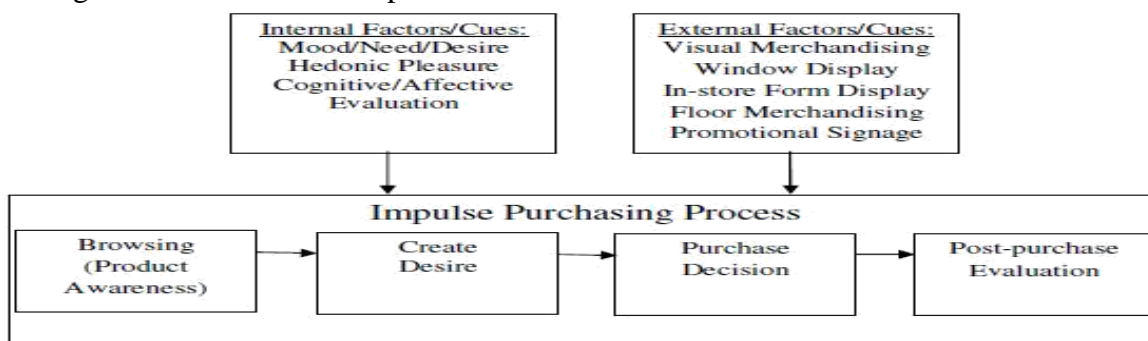
Source: Tinne (2011) adopted from Kim (2003)

So many different definitions can be identified which has described about the effect and consequences of impulsiveness in diverse viewpoints.

Table 2.3: Definition for Impulsive Buying Behaviour.

Author (s)	Definition of Impulsive Buying
Rook and Hoch (1985)	"It is the individuals, not the products, who experience the impulse to consume."
Etzioni (1986)	'The economic behaviour based on the assumption that it is essentially nonrational.'
Cobb and Hoyer (1986)	'Impulse or unplanned purchasing is when one makes the decision to buy the item(s) while in the store. '
Rook (1987)	'Impulse buying happens when a consumer experiences a sudden and often powerful and persistent urge to buy something immediately.'
Kacen, & Lee. (2002) cited from (Rook & Gardner, 1993, p. 3)	"an unplanned purchase" that is characterized by "(1) relatively rapid decision-making, and (2) a subjective bias in favor of immediate possession"
Beatty and Ferrell (1998)	"sudden and powerful urge that arises within the consumer to buy immediately"
Coley, A. and B. Burgess (2003) cited from (Youn,2000)	'Impulsive buying, as a function of affected and cognition and their six lower order component.'
Verplanken and Astrid Herabadi (2001)	'Involving spontaneous and unreflective desires to buy, without thoughtful consideration of why and for what reason a person should have the product'.
ones et al. (2003)	'Impulse buying occurs when an individual makes an unintended, unreflective, and immediate purchase'.
Parboteeah (2005) cited from Piron (1991)	"Impulse buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional and/or cognitive reactions"

Tinne (2011) acknowledges that, Rook (1987) is the first author who has forwarded a strong argument for impulse buying as a process of extraordinary, exciting, hedonically complex and compelled buyer action. Further author has contributed to this argument that the development of telemarketing and home shopping networks and the most popular credit card activities have been made more convenient of this impulse activity.

Vohs & Faber (2007) has mentioned that, (Beatty and Ferrell 1998; Rook 1987) has redefined the same definition of Rook and Hoch (1985) mentioned above in this paper as "sudden and powerful urge that arises within the consumer to buy immediately".

However, most of the research studies done in this certain study context can be found based on American consumers or some selected European consumers such as England and Norway (Park & Cho. 2013). At the same time, Tinne (2011) mentions that, very few Asian and developing countries such as India, Thailand, Pakistan, Indonesia, and Korea has been selected for studies regarding this field.

Table 2.4: Summery of Research Findings

Author/s	Independent variable/s	Dependent variable/s	Analytical model & sample	Findings
Kacen, & Lee (2002) The influence of culture on consumer impulsive buying behaviour.	Culture	Impulse buying behaviour.	-Two study were conducted -Survey conducted with students with same age level. -Sample selected: Individualistic cultures(United States and Australia)	-Culture makes effect to the relationship of buying traits and impulse behaviour at different group level. -Culture makes powerful influence in both level of ethnicity and the individual. -Age make some influence to impulsive behaviour

			Collectivistic (Singapore, Malaysia and Hong Kong)	of Asian sample but no for Caucasian sample.
Chen-Yu, J. H., et al. (2010). "Adolescents' clothing motives and store selection criteria: A comparison between South Korea and the United States."	-Gender -Impulsiveness and non-impulsiveness	-store selection -information sources -purchase motivation -expenditure for clothes	-Survey method -data collected from two high school students located in East Coast of the United states. -convenient sample with 137 students.	-There is gender base significant difference on frequency of shopping. -Most important information sources friends for both male and female consumers. -Respondents impulsiveness and non-impulsiveness greatly differ with hopping frequency. - Impulse shoppers spent more than non-impulse shoppers did. -All impersonal information sources are more important for impulse shoppers.
Dittmar, H., et al. (1996). Objects,	-Type of consumer good -Buying consideration	Impulse buying	-conduct survey -sixty-one open university students	-One of the major fining of the study is individuals tend be impulsive in order to

decision considerations and self-image in men's and women's impulse purchases.	-Self-image and symbolic self-completion.		-	compensate their self-discrepancies. - People tend to buy kind of product jewelleries and sport goods in impulsively than other goods. -finding relevant to mood of shopping is remarks significantly important in this study.
Coley, A. and B. Burgess (2003) Gender differences in cognitive and affective impulse buying.	-Affective decision process component -Cognitive decision process component -Gender -product category purchased.	Impulse buying behaviour	-Survey method used. -Graduated and undergraduate students. -277 respondents were participated. -	-Women are affectively and cognitively more impulsive. - factors such as irresistible urge to buy, mood management, positive buying emotions, and the unplanned buying were showed significant difference among men and women in this group. -in the affective environment, positive buying emotions and mood management has identified as most significant

				component.
Beatty and Ferrell (1998). "Impulse buying: modeling its precursors."	-Situational variables (time & money) -Individual variables (shopping enjoyment and impulse buying tendency)	Impulse buying behaviour	-sample consisted with 533 respondents.	-significant relationship has identified among the available time for shopping, impulse buying tendency and the store browsing.
Ones et al. (2003). "The product-specific nature of impulse buying tendency."	-Product categories (clothing & CDs)	-Impulse buying tendency	- survey -361 respondents were participated. -	-There is significant relationship among the product involvement with Product-specific impulse buying tendency.
Vohs & Faber (2007). Spent resources: Self-regulatory resource availability affects impulse buying	-self-control task :will power activities	-ability to control the Impulse activity	Under 03 experiments. -**Ex 01:** price assignment -experiment method -35 undergraduates were participated.	-Ex 01: people had high self-control in beginning, after some point tend to pay high price than the people who had lower self-control.

Verplanken, and Herabadi (2001). "Individual Differences in Impulse Buying Tendency: Feeling and No Thinking,"	Individual differences -individual differences -personality traits	Impulse buying tendency	-**study 01**: individual differences -106 undergraduates in Netherland. -Questionnaire used to study the past purchase behaviour -**study 02:** personality traits	-Items were used to measure the Impulse buying tendency under the cognition and affection is reliable. -There is a significantly identified meaning full relationship among the big five personality traits and tendency of impulse buying.

Most of these research studies are focused on general factors such as consumer characteristics, store characteristics, similar product specific characteristics and the situational factors which may have the ability to change the consumer's buying decisions.

Dittmar, H., et al. (1996) remark that, .Even though most of the studies have referred any kind of unplanned behaviour patterns as compulsive buying, main two categories can be identified as reminder impulse buying and pure impulse buying. When the shopper remind a need for product while he or she is watching it in shopping trip and make a decision to buy is mentioned as reminder impulse buying. At the same time, when the buyer makes decisions of buying escaping natural decision making pattern or as novelty is called as pure impulse. Another expiation of the impulse buying behaviour is that, it will occur when the individuals make unintended, unreflective and immediate purchase decisions. These decisions are unintended because they are made without actively looking at the item, engaging shopping task properly, having pre shopping plans to purchase that item, and make the decision while they do shopping. Due to those reasons these decisions are made without engaging in greater evaluation, it concerns as unreflective. Most of the time consumers make decisions with less consideration of its consequences and with fewer evaluations before making purchase

decision. In this situation, consumer tends to response their urge to buy with immediate gratification rather than satisfy of pre-existing need. By nature, when the consumer makes a decision impulsively, there is very short time interval between the seeing of the item and buying it, so that, those decisions are immediate. Hence, consumers response quickly to the urge and make spontaneous decision to buy the item without waiting to gather more information, make some comparisons and to seek advice (ones et al. 2003).

The influence of affective process component related to the consumer decision making which have been studied refers to the feelings, emotions and moods similarly the cognition influence has referred on thinking, understanding and the interpreting of the information (Coley and Burgess 2003) . Verplanken, and Herabadi (2001) has discussed the impact of individual differences to consumer's impulse buying tendency. The factors relevant to individuals identified in the paper are, personal need structure, need to evaluate, need to cognition, and action verse orientation.

The paper discusses the influencing factors for impulse buying behaviour in detail as follows.

2.4.1 Consumer Characteristics

2.4.1.1 Impulse Buying Behaviour and Gender Differences

Coley & Burgess (2003) study shows that, women are cognitively and effectively more impulsive than men and there can be identified significant differences relevant to buying emotions, mood management, cognitive deliberation and unplanned buying among these two groups. It's further identified major differences between two groups relevant to product categories what they impulsively buy such as shirt/sweaters, pants/skirts, coats, accessories, shoes, electronic items, hardware, music DVD and etc.

Chen-Yu, J. H., et al. (2010) explains that, the study which concerns gender as an independent factor to analyse the impulsiveness of high school adolescence in the United States. Finding of the study pointed out that, significant differences have been identified based on the gender pertinent to the shopping frequent, amount of money spent in shopping trips and the methods of sources used to gather information.

2.4.1.2 Impulse Buying Behaviour and Age Differences

 Age plays a significant role, in shaping the preferences or choices of fashion apparels of consumers. Changes in fashion choices based on age differences are a vitally focused and

very interesting research phenomenon. There as , empirical study focused on old (+55) female consumers apparel shopping behaviour , reveals that, even though, most of the time older consumers ignore form marketers, this group also increase both number and their disposable income in present world. Old female consumers concern that, shopping as a form of social and leisure activity. Joung & Miller (2006) cited from (Mason and smith 1974) refutes that, older consumers tend to be involved in shopping activities very actively, while they participate in shopping activities with their relatives and friends.

Young people have more impulse intention than the older people. Further when consider the buying behaviour of the younger's , more people prefer to get new experience and urge to buy things spontaneously, whereas older consumers may have better ability to control their

feelings (Youn & Faber ,2000). Lee & Kacen (2008) indicate relationship between the age levels and impulsive buying tendencies in different cultures. Accordingly, when compared to Asians and Caucasian, people are having fewer propensities to be impulsive when they become older in an Asian context while Caucasian doesn't have any significant effect.

2.4.1.3 Impulse Buying Behaviour and Shopping Emotion
Lee & Kacen (2008) explain that (cited from Gardner, 1993), impulse buying situation can occur in both types of mood in good and bad. But further authors explain, when consumers have positive emotions they have more tendency to be impulsive than in negative mood. However, when the shopper is in a negative mood, tempt to attempt for impulse purchases in order to alleviate this mood. Further this article explains impulsiveness work as an inspiration factor to cheer oneself or to be nice to one self (Vohs & Faber ,2007). Verplanken, and Herabadi (2001) explain that, shopping emotions of consumers are able to review mainly two consists as prior to stimulus and by considering the emotions of the consumer after performing the task.

In the psychological aspect of impulse buying has identified , the mood of a customer is the most important part in this buying activity for not only for both men and women but also for both high in materialism and self- discrepancies (Dittmar, H., et al. 1996). Coley, and Burgess (2003) have concerns about the relationship among the consumer's mental condition and the impulse buying activities based on mainly affective and cognitive process component. Authors have measured the positive buying emotion by using two variables in

this study: feel a sense of thrill and feel excited. Moreover, throughout the main three variables, as feel better, way of reduce the stress, mix feeling of pleasure and guilt, the mood management has discussed in this paper. Further, a similar idea remarked by , Verplanken, and Herabadi (2001) observe cognitive aspect related to lack of planning and deliberation when making purchases with similar factors such as feeling pleasure and excitement, an urge to buy, difficult to leave things, and possible to regret afterwards have occupied to measure the affective aspect. respectively. According to present ranking, Sri Lanka is considered as a collectivistic culture which has slightly low score (35) for individualistic factors as well as slightly high score (80) for power distance. Correspondingly it concerns as feminist culture due to its very low value (10) for masculinity factor[26]. Moreover Norway is concerned as an individualistic society according to its high score (69) relevant to the variable of individualism and the country is having a larger power distance. Other than that, Norway is concerned as the second most feminist culture after than the Sweden according to the Hofstede analysis[27]. Hence the author has tried to accomplish broader overview of culture related certain study context.The recent study of Lee and Kacen (2007) has mentioned that, the national cultural differences are significantly influencing factors for consumers' impulse buying behaviour.

2.4.2 Culture

Czinkota, Ronkainen (2004) mentioned in their book, "Culture is the thing that separate human from non-human." Moreover culture transmits and creates content and patterns of values, ideas and other symbolic-meaningful systems as factors in the shaping of human behaviour and the artifacts produced through behaviour, which is transmitted from one generation to next. Hence culture serves as a leading factor to shape the preferences, choices, behavioural patterns of the people, who are in that particular culture. Kotler and Armstrong (2014) note that, 'culture is the most basic cause of a person's want behaviour. Human behaviour largely learned. Growing society, a child learns basic values, perceptions, wants, and behaviours from his or her family and other important institutions.' As further, authors conclude that, all countries or groups of people are having their own cultures and all their values, preferences are shaped upon it, nevertheless, there can be conspicuous differences among countries according to their cultures. Similarly, 'culture is the most basic determents of a person's wants and behaviour. It comprises the basic values, perceptions, wants and

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[26] http://geert-hofstede.com/sri_lanka.html
[27] http://geert-hofstede.com/sri_lanka.html

behaviour that person learns continuously from a society' (kotler, et al. 2010). Further authors explain that, culture can be expressed through tangible items such as food, architecture, clothing, and art hence it makes momentous impact for our decision of what we eat, where and how we travel, what we buy, and all decisions that we make. Culture has established by combination of several factors, the following diagram shows it.

2.4.2.1 Impulse Buying Behaviour and Cultural Differences

Culture is one of the prominent spaces that most of the researches have focused, nevertheless the present study focuses on main two respondent groups: Norwegians and Sri Lankans who represent the individual and collectivistic cultures according to the Hofstede studies

Figure: 2.6 The Stabilizing of Cultural Patterns[28]

Outside influence

Origins

Ecological factors:

Geography, History

Demography,
Hygiene

Societal Norm

Value system of major groups of population.

Consequences

Structure and functioning of institution:

-Family pattern, role differentiation, social
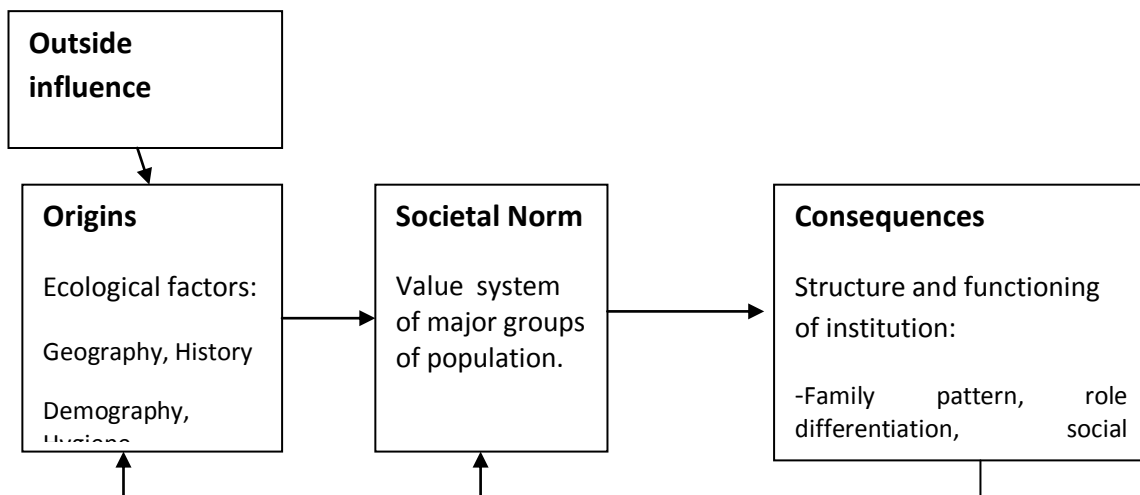
2.4.2.2 Sub Culture

'Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experience and situation' (Kotler, et al. 2010). Accordingly authors reveal that, these subcultures consist with religious groups, nationalities, racial groups and geographical regions. Further they have highlighted several subcultures in America such as African American, Hispanic American, and Asian American. Further authors explain that, these social classes are defined by considering occupation, income, education, wealth and other variables determining as a single factor or sometimes, combination of some factors.

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[28] Falkenberg, Course materials book one, p.12 , ORG 439, 2012, University of Agder

As the author explained above, one of the selected study context of this particular study is, university students of Sri Lanka. As further concerns about Sri Lankan university context, one can identify them as a unique subculture. Accordingly, this subculture consists with noticeably different vocabulary, which is mostly similar among the different universities in Sri Lankan context[29]. Students engaged in local universities in Sri Lanka come from different social stratum, multitude backgrounds, with different attitudes and lifestyle disparities, so that, the university itself has created separate own culture to minimize these dissimilarities. According to this sub culture, the beginners to university should wear a specific dress code called 'fresh kit' for a short period of time until they become a permanent member of this society.[30]

2.4.2.3 Social Class

All societies are having some form of social class structures. 'Social classes are relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours (kotler, et al. 2010). Kotler and Armstrong (2014) have given further explanation for this idea, by explaining social class in American society as, upper class which consists with both upper uppers and lower uppers , Middle class: upper middle class and middle class ,working class and finally as lower class which consists with upper lower and lower lowers class.

Moreover, cultural difference is a key factor, which influences both trait of buying impulsiveness and impulsive buying behaviour. Hence when compared to Caucasian and Asian, Asians shows high tendency to engage with impulsive buying than the Caucasian. Furthermore culture creates powerful influence both in ethnicity level and the individual level decision making as well as same level of impulse buying traits can occur in various cultures (Lee & Kacen ,2008).

Williams (2002) points out that, income and social class significantly have an impact on evaluation criteria in consumer decision making process. The study concerns about the effect of cost of the university courses with the respected different social class indicate that, there can be obvious alterations among these social classes, according to the selection of

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[29] http://www.lankauniversity-news.com/2014/01/sri-lanka-university-sub-culture-campus.html
[30] www.sundayobserver.lk/2012/06/24/fea09.asp

universities and the courses (Paulsen and John 2002).

2.4.3 Situational Factors

2.4.3.1 Time

The explanation relevant to the impulse buying tendency and availability of time reveals that, people tend to involve in more store browsing when they have more time. If the shopper has more time to walk throughout the shop and look around, it will be helpful to make some exposure to buy some items what they have not planned. In this regard , authors of this paper have highlighted some alternative impressions that, retailers can make the shopping trip more efficient and quick to find the planned items by properly arranging the shopping layout and ultimately leaving more time to customers to browsing (Beatty and Ferrell 1998) .

2.4.3.2 Money

Beatty and Ferrell (1998) mention that, consumer perception about the money what they have in their hand to spend, make considerable impact for buying behaviour. Further authors explain that, perception of greater availability of money tends to increase feeling in shopping trip and it makes a strong urge to buy impulsively. As a result of feeling of availability of greater financial resources, decrease the negative feeling which can be created from the frustration with the inability to access the affordable items encountered in the shop. Moreover, paper mentions that, through introducing easy credit lines, discounts tied, and some sales event to paydays, retailers can address this situation by making more availability of money.

2.4.3.3 Impulse Buying Behaviour and the Presence of Others

Behavioural activities performed by the consumers in decision situation can be changed also on several factors likewise social factors which is included in consumer's group, family social roles that consumer perform and the status (kotler, et al. 2010).'Reference groups expose a person to new behaviours and lifestyle, influence the person's attitudes and self-concepts, and create pressure to confirm that may affect the person's product and brand choices' (kotler, et al. 2010). Small group like a family, friends, neighbours, that the members are having regular and informal interaction with group, which directly influence individuals attitudes and behaviour are called membership groups. Further, authors remark the three main ways that the reference group is influenced can be made as exposure to persons to the new behaviours and lifestyles, influence person's attitudes and self-concepts and create a pressure

to conform.

The person who engages with the shopping activity is one of the factors which can be influenced for impulse buying decision. Luo (2005) states that, this influence can be depended on the presence of other persons involved, group cohesiveness, and the individual's susceptibility to influence the suggestions of those people. Furthermore this paper describes that, presence of the peer to shopping is caused to increase the impulsiveness than the presence of family members. Especially these alterations can become more significant based on the group cohesiveness and the person's susceptibility. Luo (2005) explains the normative influence of involving people for purchasing process and the factors that influence to its nature as perception of normative expectation and the motivation to comply with this expectation. Further, the author remarks, peers and family members are two main parties can make a primary influence for this particular situation.

2.4.4 Situational Factors

2.4.4.1 Impulse Buying Behaviour and Product Categories

Figure 2.7 : Product specific nature of Impulse buying
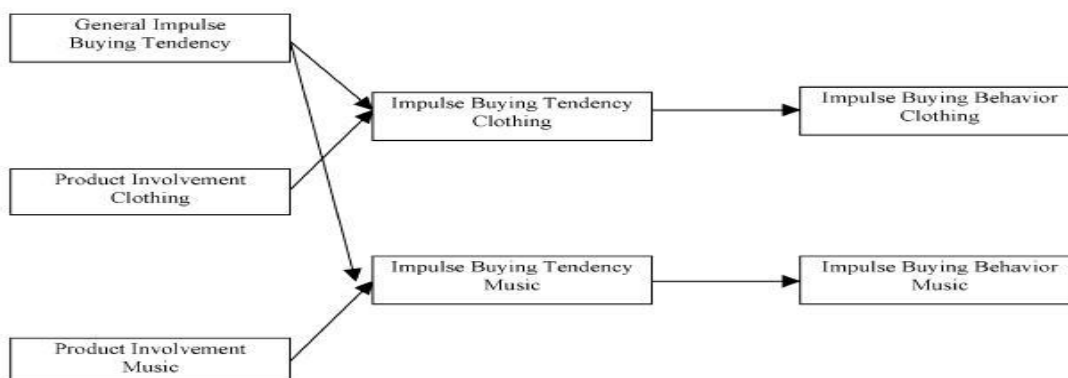
Source: Ones et al. (2003).
The study conducted by Ones et al. (2003), in order to study the impression of product

Categories for consumer impulse tendency by using above mentioned model in figure 2.7, has find out a significant positive relationship between the product specific impulse tendencies with specific product category.

Dittmar, H., et al. (1996) note that, among the consideration of both impulse and non-

impulse product categories related to the selected respondents group, class of goods such as jewellery, apparel and sports equipment tend to more frequently buy on impulse than planned. In addition to that, normal impulsive buyers are mostly buy books in this group while higher impulsive buyers normally select broader range of products. Further, findings of this study show that, women buy jewelleries approximately more impulsively than men.

2.4.4.2 Impulse Buying Behaviour and Product Prices

Zhou & Wong (2004) state that, as a whole all the in store atmospheric factors make significant emotional effect to enhance the consumers' purchasing probability. Moreover researcher explains that, (cited from Wilkinson, Mason, and Paksoy,1982) price reduction and changes in store displays can be made significant impact to increase the sales specially promote the sudden purchase decision than the other advertising methods. Thus store displays are more powerful methods to communicate and a temptation for customers to buy products impulsively.

2.5 Consumers Fashion Apparels Buying Behaviour

Apparel purchase is different from purchase of home appliances, most of the time consumers make decisions about the buying product in store or at the point of purchase. Therefore, consumers most of the time, do not tend to gather more information about the products or alternatives in advance when they buy fashion apparels. Sproles and Burns (1994), accordingly the author suggested that, choice of a store to patronize is one of the important factors in this regard. Shopping orientation is a multi-dimensional factor, which simply depends on the product of choice and the retail format.

2. 6 Chapter Summary

This chapter discussed the empirical background of this phenomenon. Thereby, it's descriptively explained the impulse buying behavior and various research findings regarding n accordance with different factors. As further, the chapter has given very explicit overview about the other selected factors as well. The next chapter of the report is deliberating the detail information of the selected research method, whole information about the sampling method and sample. Besides that, some relevant statistics of the sample have elucidated in there.

Chapter 03: Methodology

3.1 Chapter Introduction

This chapter gives broader overview about the way of conducting this study. Hence, it explains clearly the methods which are used to carry out this study. As well as, chapter emphasis, especially about the methods that are practiced to analyse these collected information.

3.2 Research Paradigms and Methodology of the Study.

3.2.1 Research Paradigms

According to the www.southalabama.edu web site, paradigm can be explained as ''A paradigm is a perspective based on a set of assumptions, concepts, and values that are held by a community or researchers'' and has identified main three research paradigms such as qualitative, quantitative and mix method. These particular types of research paradigm have dominated in different eras in revolution of research, while in the 20s, qualitative method has dominated and after 1980s the quantitative method has become more popular. Finally, the modern methods, mixed method come to the arena in 1950s[31]. Further, the quantitative paradigm is based on positivism that is explained the idea of only one truth and knowing can be separated from the knower. Hence, researcher who conducts research to reveal this phenomenon can be performed by influencing it or without influencing it (Seale 1999). Further the researcher mentioned that, there can be identified in five major types of qualitative research as such, phenomenology, ethnography, case study research, grounded theory, and historical research. Similarly Denzin and Lincoln, (1994) remarks, the quantitative paradigm is based on interpretevism, thus, there is a strong interconnection with the researcher and the object of study as well as finding also created within the context , which is shaped by the inquiry. Similarly other research paradigm is quantitative and qualitative mixed method that carried out the some common characteristics for both methods. Two major research designs can be distinguished relevant to mixed paradigm for instance mixed method versus mixed model research. Accordingly, in mixed method research, for one particular phase, researcher uses qualitative methods and after while the study is continuing as

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[31] http://www.southalabama.edu/coe/bset/johnson/lectures/lec2.pdf

quantitative way.[32] Likewise, mixed model research is that used both methods in the same stage of the study or cross of two stages in the research process.[33] Table 3.1 explains the major characteristics relevant to each research methods.

Table 3.1: Emphases of Quantitative, Mixed, and Qualitative Research

	Quantitative	Mix	Qualitative
Scientific method	Confirmatory or "top-down"	Confirmatory and exploratory	Exploratory or "bottom-up"
Ontology (i.e., nature of reality/truth)	Objective, material, structural, agreed-upon	Pluralism; appreciation of objective, subjective, and intersubjective reality and their interrelations	Subjective, mental, personal, and constructed
Epistemology (i.e.,theory of knowledge)	Scientific realism; search for Truth	Dialectical pragmatism; pragmatic justification	Relativism; individual and group justification; varying standards
View of human thought and behavior	Regular and predictable	Dynamic, complex, and partially predictable Multiple influences	Situational, social, contextual, personal, and unpredictable
Most common research objectives	Quantitative/numerical description, causal explanation, and reduction	Multiple objectives; provide complex and fuller explanation and understanding;	Qualitative/subjective description, empathetic understanding, and exploration
"Focus"	Narrow-angle lens, testing specific hypotheses	Multiline focus	Wide-angle and "deep-angle" lens, examining the breadth and depth of phenomena to learn

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[32] http://www.southalabama.edu/coe/bset/johnson/lectures/lec2.pdf
[33] http://www.southalabama.edu/coe/bset/johnson/lectures/lec2.pdf

			more about them
Form of data collected	Collect quantitative data based on precise measurement	Collect multiple kinds of data.	Collect qualitative data
Nature of data	Variables	Mixture of variables, words, categories, and images	Words, images, categories
Data analysis	Identify statistical relationships among variables	Quantitative and qualitative analysis used	Use descriptive data; search for patterns, themes, and holistic Features
Results	Generalizable findings providing representation of objective outsider viewpoint of populations	Provision of "subjective insider" and "objective outsider "viewpoints;	Particularistic findings; provision of insider viewpoints

Source: based on Quantitative, qualitative and mixed research Sage Publication: 34-35.

3.3 The sampling process

joseph F. Hair , Arthur H Money et al. (2007) report that, either, quantitative or qualitative research, having good and reliable data set is a crucial factor for success of any research study. Accordingly most of the time, due to the infeasibility of collecting data from the whole population, researchers tend to draw a sample. (joseph F. Hair , J., et al. 2007, pp 170) describes the sample as ' A sample is a relatively small subset of the population . It is drawn using either probability or non-probability procedures.'' According to the authors, probability sampling method involves to draw the sample by using random procedures and its use for quantitative research studies. Similarly non probability sampling method is used for qualitative studies and draws the sample by using judgment. (McGivern, 2006, pp 274) describes that, designing a sampling plan is one of the important tasks in the research process and it includes some steps as like this: defining the target population, choosing an appropriate sampling technique, deciding on the sample size, preparing sampling instructions. In a

research context, term 'population' has a broader overview than general meaning, that is 'universal of enquiry' or all the people, items, organizations and events relevant to study.

3.4 Methodology for Research

(McGivern 2006) expresses that, ''A sound research design is a framework on which good quality research is built.'' Accordingly, the accurately designed research structure builds up the strong foundation to deliver evidence to truthfully answer the research problems. Hence, this particular study is planning to conduct as a quantitative study according to the problems to research. Gide and Grønaug (2002, pp 85) remark that, even though some past research studies emphasize quantitative method are more suitable or scientific, methods couldn't be better or scientific only because of quantitative approaches. Research problem and the purpose of the study are the mainly influencing factors to decide the reliable study methods and technique. Furthermore, Zikmund and Babin (2013, pp.49) simply explain the descriptive research as, 'descriptive research tries to paint the picture of given situations'. Further authors declare it, descriptive studies tend to describe the characters studied object, people, group, organization or the environment as well as this kind of studies try to address questions like as who, what, when, why, where , how. Accordingly, researcher would like to declare this study as a descriptive study, which can be performed based on clearly design research problems and having a clear idea about what is needed. Gide and Grønaug (2002, pp 49) explain the same idea as , descriptive research method is the most suitable method to study the structured research question , as correspondingly conduct the study with properly established detail research plan may be a main requirement for this kind of study. Moreover, this study will be revealed the causal relationship between the influence of reference group in store promotions, and shopping emotion, availability of time and money for shopping trip to female consumers fashion apparel impulse buying behavior. The study is planning to conduct as a quantitative research by using survey method. Throughout the study, researcher plan to investigate the influence of cross cultural difference in consumer behavior.

3.5 Target Population

In a research context, the term 'population' has a broader overview than general meaning that is 'universal of enquiry' or all the people, items, organizations and events relevant to study (McGivern, 2006, pp 274). (Birn 2002) mentioned that, rigorously defined population is an essential for research before performing the sampling and data collection. 'Population refers

not only to people, but also firms, products and so on' and authors further reveal that, deciding the relevant population mainly based on about what want to study and about who want to study is not always easy (Gide and Grønaug ,2002, pp 112).

This study examines about the female consumers who are in the young age category representing the age level 15-25. As further, the study is focusing in young female population in both Norway and Sri Lanka. According to the, United Nations' UNESCO universal definition those people who are in age between 15 to 24 has defined as 'youth'.[34] Similarly, same web site reveals that, while UNESCO implement youth programs, has defined the youth in a flexible manner adopting the definition used by the member state , thereby 'youth' means every person between the ages 15 and 35 years.

3.6 Research Site

The Study focused on mainly two countries that Norway and Sri Lanka. Study site was selected by signifying a precise group of customers in both countries. University of Ruhuna located in the southern part of the country was selected as a study site in Sri Lanka. Similarly, the University located in southern Norway, named the University of Adger was chosen as the study site in Norway. Universities are selected as the test group because; university itself gives vast opportunity to get easy access for larger number of respondents in the particular group.

3.7 Quantitative Research

(McGivern, 2006) explains that, ''Quantitative research useful for describing the characteristics of a population or market –for example household spending pattern, market and brand share, use of technology, voting behavior and intention, and level of economic activities.'' Quantitative research collects structured and standardize data from relatively larger sample or population. This study is planned to conduct as a quantitative study by specifically concerning about young female consumer's impulse buying behavior of fashion apparel relevant factors above mentioned.

3.7.1 Survey Method

Term 'survey' emphasis that, 'respondents' opinions presumably represent a sample of the larger target population's opinion' (Zikmund and Babin, 2013, pp.152). Authors further

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[34] http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition/

remark that, the simplest way of collecting data is asking questions from people. Hence, respondents can be explained as, 'Respondents are the people who verbally answer an interviewer's questions or provide answers to written questions'. Gide and Grønaug (2002, pp 93) state that, most of the time survey is employed the questionnaires or interview method in order to gather the information. Further authors remark that, 'survey is an effective tool to get opinion, attitudes and description as well as for getting cause and effect relationships. The present study is also performed as a survey by utilizing the self-administrated questionnaire, which has described in detail in the next part of this chapter. Gide and Grønaug (2002, pp 94) has explained about applicability of questionnaire to survey as a most popular way for data collection, in addition to that, authors highlighted ,the type of the questionnaire is generally descriptive or analytical. Generally, this study is conducted as quantitative study, thus, researcher uses the survey as a research strategy due to reason of convincing. Another view, most of the time, surveys are categories as descriptive research and it gives quantitative findings (Williams, G. Z., et al. 2010, pp 186). Same authors further review that, Survey is a method that provides quick, inexpensive, efficient , accurate, and meaningful findings as similarly as a quite flexible method. However, surveys also have some errors which are common for any form of data collection.

3.7.2 The Sampling Process

Researcher plans to practice non probability sampling method for this study. In a non-probability sample method, research has not any idea about the probability of a particular item or people can be selected for the sample (McGivern, 2006, pp 277). At the same time, Author further explains that, for quantitative studies most of the time draw a small sample and therefore its more suitable to use the non-probability sampling method. According to that, researcher will select non probability sampling method in order to select its sample for qualitative study.

3.7.3 Selection of Sample:

In order to draw the sample from relevant population, research will occupy the convenient sampling method which is involving to select the sample items from which are already available to select or participants who are ready to response for researcher's problems. (joseph F. Hair , J., et al. 2007, pp 181) remark that, when the research is performing in a limited time and monetary budget its more efficiency to use the convenient sampling method for data collection. Zikmund and Babin, (2013, pp.152) mention that, 'convenience sampling is a sampling procedure of obtaining those people or units that are more conveniently

available'. Further authors mentioned that, researchers tend to select the particular sampling method for obtain larger number of questionnaire in quickly and economically sound. Similarly, commonly cross-cultural studies are used in the convenient sampling method because of the studies conducted often selecting the cultures which can be easily access rather than the selecting cultures with characteristics relevant to the hypothesis that the study plans to be tested (Zikmund and Babin, 2013, pp.396) . Zikmund and Babin, (2013, pp.323) explain that, convenient sampling is the best practice to use , when the study has subsequent second study with probability sample, since the prediction of the result with convenient sample is not always appropriate.

The study is planning to conduct as a quantitative research by using survey method. Hence its specifically concerns about young female consumers impulse buying behavior of fashion apparel. Consumers' impulse buying behavior will be studied under main 03 influencing factors such as reference group influence, in-store promotion and the shopping emotions of consumers. Sample will be selected as a convenient way from the under graduate who are engaged with faculty of Economics in University of Adger, Norway and same number of respondents from faculty of management & finance in University of Ruhuna ,Sri Lanka. Whole sample will be consisted with 150 respondents are complying both countries.

3.7.4 Study Site:

University of Adger is located in close to kristiansand city, capital of Vest-Adger country in southern Norway. There are so many apparel stores located in center of the city, for the varieties of most expensive brands such as diesel or quite cheaper price in H&M[35]. Students of University of Adger have easy access for these all apparel stores quite few minutes which are given the lot of varieties of fashions all over the world.

University of Ruhuna is located near by the Matara city, which is the major commercial city in the southern region in Sri Lanka. When concerning about the apparel stores in Matara city, there can be seen varieties specially based on price levels. Likewise for cheaper price, shoppers tend to select shops called 'Matara Kottuwe Kada' and 'Colombo Kottuwe Kade' moreover, for somewhat higher prices, customers tend to select shops like, 'Richlook' , 'ASB fashions' and etc. But special nature can be noticed relevant to Sri Lankan ready-made apparel is, some of the famous store chain is only located in Western province or nearby areas. Retail chain such as ' French Corner', 'glitz, Fashion Bug, Odel specially targeting

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[35] http://www.kristiansand-norway.com/kristiansandshopping.html

both local & foreign consumers and most of the time, these stores are selling famous foreign brands such as, Trump, H&M, Boss etc..in slightly high prices. Thereby, consumers tend to visit these apparel shops which are located in Colombo area, the major commercial city in Sri Lanka. Since, students come to the university from different parts of the country, they tend to buy apparel from their hometowns or sometimes move to Colombo, on the other hand buy apparels form Matara city. [36]

3.7.5 Sample Size

Sample size simply refer the 'how large our sample size should be?' for this study, moreover, larger sample gives the more accurate result than the smaller sample (Zikmund and Babin, 2013, pp.432). Further authors explain, heterogeneity or variance of the population, magnitude of acceptable error and considered confident level are the factors considered mainly for sample size, among them, variability within the sample is the most important factor that should be considered. Uma and Bougie (2010) describe main six reasons as follows: objective of the research, the extent of precision desired, acceptable risk in predicting that level of precision, the amount of variability in the population itself, cost and time constraints and the size of the population itself that are can be affected for sample size. Saunders et al.,(2009) remark that, the size of the sample depends on the research question and objectives ,hence it may not be identified exact rule for sampling in non-probability sample. Further, in order to run the factor analysis, sample should be consisted with more 100 respondents, if it's above 500, is excellent. As a rule of thumb sample size 'between 200-300' is considered as adequate for proper analysis (Gaur & Gaur, 2009). Accordingly the present study, sample consists with 150 undergraduates.

3.8 Data Collection

3.8.1 Primary Data Collection

Gide and Grønaug (2002, pp 81) declares that, 'when the secondary data are not available or are unable to help answer our research questions, we must ourselves collect the data which is relevant to our particular study and research questions are called primary data'. Same authors have described both advantages and disadvantages of primary data, as follows in table 3.2 and communication consists with survey and interview which are conducted through mail,

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[36] exploresrilanka.lk/2013/01/the-dawn-traders-at-pamunuwa/

phone or e-mail and personally, correspondingly observation consists with both human and mechanical.

Table 3.2: Advantages and Disadvantages of Primary Data

	Communication	observation
Scope	+	-
Cost	+	-
Objectivity	-	+
Precision/accuracy	-	+
Speed	+	-

Source: Gide and Grønaug (2002, pp 82)

In order to investigate the present research problem, researcher was collected primary data from above described sample by using the self-administered questionnaire. The detail information about the questionnaire has explained in next part of the chapter.

3.8.2 Data Collection Method

3.8.2.1 Questionnaire Development

'For the survey researchers use a questionnaire like a carpenter uses a hammer'. The quotation from Zikmund and Babin (2013, pp.280) clearly explain the applicability of questionnaires as a primary data collection tool for repose to a particular research question. Questionnaire is a very effective data collection method, when the researcher exactly knows what is required and how it's measured. Sekaran and Bougie (2010 pp.197) explains 'A questionnaire is a preformulated written set of questions to which respondents record their answer, usually within rather closely defined alternatives'. Even though, using questionnaire as a tool is really simple, but the collected data will not be useful, if the questions are not good (Sekaran and Bougie ,2010 pp.197). Personally administrated questionnaire is the most suitable tool to use to gather data from a local area or in an organization. Sekaran and Bougie (2010 pp.197) highlight the advantages which are   questions can be clarified on the spot, ability give some explanation about the topic and motivation to respondents give honest responses, less expensive as well as it consumes comparatively small period of time.

The present study obtained the data from undergraduates who are studying in both of the university of Adger and University of Ruhuna and the data were collected in the university

premises. There by, the researcher was used the self-administrated questionnaire which mentioned in appendix 02. The questionnaire consists of main two parts, first part mainly focused on demographic factors and second part of the questionnaire has focused on consumer impulse buying behavior and some factors that impact to impulsiveness such as the reference group, availability of time and money, shopping emotion and in-store promotions. The main student cafeteria, which is located in main building premises (Block B) is used to distribute questionnaire for the Norwegian sample. In order to collect the data from the Sri Lankan sample, mainly used in the two places in University of Ruhuna those are a main student cafeteria and near by the entrance of the library in main university premises, wallamadama , matara. The next part of the chapter has clearly described about the measures, variables that are used to measure the selected factors.

3.8.2.2 Measurements
In order to test the hypothesis and to reach a final conclusion, the selected variables in the study should be measured in some way. ' The measurement is the assignment of numbers or other symbols to *characteristics* (or *attribute*) of *object* according to a prespecified set of rules' (Sekaran and Bougie ,2010 pp.126).some variables such as age , gender, can be measured in a straightforward way. But at the same time, the measurement to more abstract and subjective attributes are more difficult to measure (ex: shopping enjoyment of women, need for recognition of students).Those variables are not repressed in numerical figures which are suitable for quantitative studies. Hence, researchers want to assign values for those items and thereby it's necessary to properly determine the properties of scale. Nominal, Ordinal, Interval, and Ratio are a scale used in measuring the objects.

'Nominal scale represents the most elementary level of measurement in which values are assigned to an object for identification or classification purpose only' (Zikmund and Babin, 2013, pp.249). This is a truly quantitative and extremely useful measurement.

Ordinal scale is also having some kind of nominal qualities which is mainly described as 'ranking scale allowing things to be arranged based on how much of some concept they possess' (Zikmund and Babin ,2013, pp.251). The second part of the questionnaire in present study , has mainly developed as scaled questions based on seven points Likert scale which is 1 for strongly disagree to 7 for strongly agree.

'Interval scale that has both nominal and ordinal properties, but that also capture information about differences in quantities of a concept from one observation to the next observation' (Zikmund and Babin ,2013, pp.252).

Ratio scale is totally consists with properties of interval scale and additionally represent the absolute quantities as well (Zikmund and Babin ,2013, pp.253).

Table 3.3 shows details of all variables and the measures which are applied for this study.

Table 3.3: Summary of the variables and Level of Measurement.

Variable	Level of measurement	Manifested variable
Nationality	Nominal	Norwegian/ Sri Lankan
Age	Scale	Years (categories)
Gender	Nominal	Male/Female
Material states	Nominal	Single, married, living as married, separated
Total family income	Scale	Dollars (categories)
Monthly budget for clothing	Scale	Dollars (categories
Impulse buying behaviour	Ordinal	Level of agreement to given features. Strongly disagree to strongly agree.
Reference group influence	Ordinal	Level of agreement to given features. Strongly disagree to strongly agree.
Shopping emotion	Ordinal	Level of agreement to given features. Strongly disagree to strongly agree.
		Level of agreement to given

Availability of time	Ordinal	features. Strongly disagree to strongly agree.
Availability of money	Ordinal	Level of agreement to given features. Strongly disagree to strongly agree.
In-store promotion	Ordinal	Level of agreement to given features. Strongly disagree to strongly agree.

As the author explained above, the second part of this questionnaire has focused on consumer's impulse buying behavior and the influencing factors that are considered here. The detail explanation about the items that are used to study the variables and the statements has discussed below.

3.8.2.3 Explanation about the Questionnaire

1 Impulse buying behavior

Female consumer's impulse buying behavior has measured throughout the five statements, adapted study from hen-Yu, & Seock,(2002). Authors have developed these statements based on the study of Han, Morgan, Kotsiopulos, and Kang-Park (1991).

- I cannot resist buying clothing if I really like it
- I buy anything I suddenly feel compelled to buy
- I often buy clothes while I am out doing other things
- I buy clothing I like without a lot of thinking
- I buy things setting by the register at the last minute

2. Impulse Buying Behavior and Present of Others

Luo (2005), in this study peers and family members has identified as presenting group for shopping activities. The influence of other people for buying decisions has measured through the presence of the partner, the cohesiveness and individual susceptibility in this study. The researcher developed the statements as follows based on the study of Luo (2005).

Table 3.4: Definition

Cohesiveness	Attractiveness of the group to its members.

Individual susceptibility

Individual's willingness to accept information from other people about purchase decision.

In which extend (high or low) the respondent has cohesiveness with the peers or family has tested from following questions:

- Often when I am shopping , I go with my family member
- Often when I am shopping , I go with any of my friend
- Often when I am shopping , I go with my best friend
- Often when I am shopping , I go with my family member or any of my friend
- Me & my family is very 'close-knit', I always like to go shopping with my family member
- Me & my family is not very 'close-knit', I like to go shopping with my friends.

As similarly the respondent high or low susceptibility has measured through the questions of:

- It is important that others like the product that I buy
- If others can see me using the product , I buy the one they expect me to buy
- I rarely purchase the latest styles until I know others approve of them.
- When buying a product, I generally purchase those the brand that I think others will approve of.
- I like to know what product make good impression on others.

3. Impulse buying behavior and Shopping Emotions

Through reviewing the past literature, shopping emotions of consumer's has studied mainly two variables such as positive buying emotion and mood management. Definitions of the selected variables are mentioned in table 3.5.

Table 3.5: Definition

Positive buying emotion

Refers to positive moods states generated from self-gratifying motivations provided by

	impulse buying.
Mood management	Impulse buying is, in part, motivated by the desire to change or manage feeling or mood.

Source: Coley & Burgess (2003).

In the present study positive buying emotion were checked from 02 statements adapted from Coley & Burgess (2003).

- I feel sense of thrill, when I am buying something new
- I feel excited when making a purchase decision for something new.

Similarly tend to use same variables that have used above mentioned study to measure the mood management as:

- Sometimes, I buy something in order to make myself feel better
- Buying is a way of reducing stress in my daily life
- Sometimes, I regret buying new things
- I experience mixed feeling of pleasure and guilt from buying something on impulse

4. Impulse Buying Behavior and Available Time for shopping

Time availability has measured from main three questions which are adopted from Kwon & Armstrong (2002).
- Usually, I have limited time available for shopping trip.
- I am not usually rushed for time while shopping.
- The amount of time pressure I feel when shopping could be high.

5. Impulse Buying Behavior and Available Money for Shopping
The item called availability money was measured through several questions, mentioned below, which is developed through Beatty and Elizabeth Ferrell (1998) and Kwon & Armstrong (2002).

- When I have a perception of greater availability of money, it increases my feeling of shopping.
- When I have a perception of greater availability of money, it decreases the negative feeling of unable to access the affordable products.

- Often when I am shopping , I can afford to make any unplanned purchase
- Often when I am shopping, I am on a tight budget for shopping,
- Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I find something I really like,

6. Impulse Buying Behavior and In Store Promotion
- For the most part, I go shopping when there are sales,
- I enjoy looking for a discount when I am shopping.

The focuses of the previous chapter was on the past literature and clearly define the items related to these variables. The next part indicates the relationship of these variables evolving the theoretical framework and dealing with derived the testable hypothesis. Four main types of variables have identified in the present study.

3.8.3 Dependent Variables

In a research study, dependent variable is the primary interest of the researcher. Most of the time, study aims to understand and describe the dependent variable, predict it and explain its variability. Through the analysis of the dependent variable, researcher tries to find answers or solution to the problem. 'A dependent variable is the variable, you are trying to understand, explain and /or predict' (Joseph Hair, et al. 2007 pp. 145). Accordingly, the dependent variable in the present study is 'female consumer's impulse buying behavior'. Here, the variance can be found as low, middle or high. Not only can that, by comparing these two groups be drawn conclusion like as one group is more or less impulsive than the other group.

3.8.4 Independent Variables

In generally independent variable can be conjectured as the variable the makes positive or negative impact of dependent variable. Another ward, the variance of the dependent variable is accounted by the variance of independent variable (Sekaran and Bougie 2010 pp.72). Hair, et al. (2007 pp. 145) has described 'An independent variable is a measurable characteristic that influence or explain the dependent variable'. There by, the independent variables here are, reference group influence, availability of time and money, shopping emotion and in-store promotions in the present study.

3.8.5 Moderating Variables

'The moderating variable is one that has a strong *contingent* effect of the independent variable – dependent variable relationship' (Sekaran and Bougie 2010 pp.73). The authors further explained the presence of a third variable that is moderating variable caused to modify existing relationship between independent and dependent variables. In present study 'culture' concerns as a moderating variable that can be influenced to both consumer behavior and the other independent variables as well.

3.8.6 Control Variables

Arnold & Reynolds (2003) the study focused on shopping motives, has considered age and gender as control variables.

3.8.7 Theoretical Framework

'A conceptual model is a diagram that connects variables/constructs based on theory and logic to display visually the hypotheses that will be tested' (Hair, et al. 2007 pp. 148). Arrows of the framework pointed out the both directions of the dependent variable and the sometimes it displays the casual relationship between these variables. Sekaran and Bougie (2010 pp.69) remarks, theoretical framework express the beliefs of researcher about the relationship of certain variables which are used to study the phenomenon. The framework of the present study is mentioned below:

Figure 3.1: Theoretical Framework
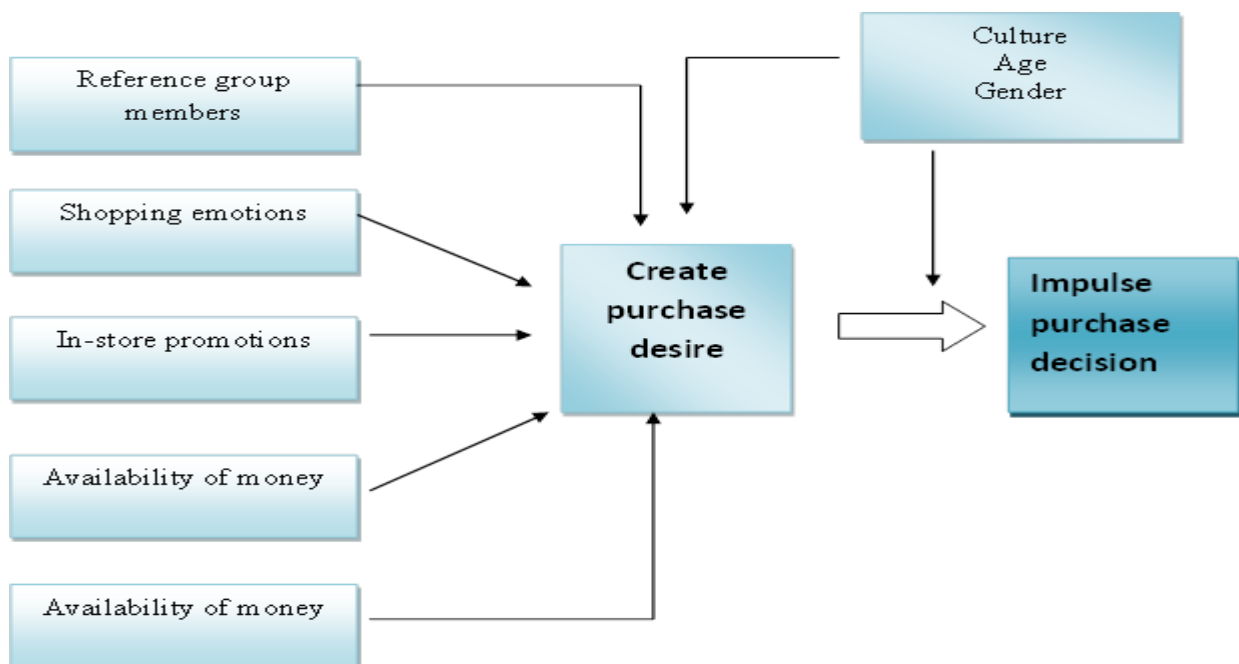
3.8.8 Hypothesis Development

The hypothesis has defined by Sekaran and Bougie (2010 pp.87) as 'hypothesis is tentative, yet testable, statement which predicts what you expect to find in your empirical data'. From the literature review, researcher tends to identify the theories which are the conceptual model is based on and often relational in nature of the items. Along these relationships, can be derived the hypothesis by explaining the relationship between these variables as expressed in the form of testable statement. The author of the present study derived the particular hypothesis relevant the study by considering the nature of the relationships between variables of impulse buying behavior and the reference group, shopping emotions, in-store promotions, and availability of time and money. Study carried out with main 7 hypotheses likewise, H1, H2, H3, H4, H5.H6, H7.

Hypothesis: 01

There is a significant difference between two groups: Norwegian and Sri Lankan.

Hypothesis: 01a

There is a significant difference between impulse buying of Norwegian and Sri Lankan female consumers.

Hypothesis: 01b

There is a significant difference between the reference group influence for Norwegian and Sri Lankan female consumers.

Hypothesis: 01c

There is a significant difference between shopping emotion of Norwegian and Sri Lankan female consumers.

Hypothesis: 01d

There is a significant difference between availability of time for shopping activities of Norwegian and Sri Lankan female consumers.

Hypothesis: 01e

There is a significant difference between availability of money for shopping of Norwegian and Sri Lankan female consumers.

Hypothesis: 01f

There is a significant difference between in-store promotion for Norwegian and Sri Lankan female consumers.

Hypothesis: 02

Cultural differences significantly influence for the fashion apparels impulse buying behaviour of young female consumers.

Hypothesis: 03

Reference group makes significant positively influence for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway.

Hypothesis: 04

Shopping emotions make significant positively influence for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway.

Hypothesis: 05

Availability of money makes significant positive impact for the fashion apparels impulse buying behavior of young female consumers in Sri Lanka and Norway.

Hypothesis: 06

Availability of time makes significant positive impact for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway.

Hypothesis: 07

In-store promotions make significant positively influence for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway.

3.8.9 Sample Composition.
Table 3.6: Sample Composition

	Category	Number	Percentage
Age	18-20	17	11.3%
	21-23	65	43.3%
	24-26	50	33.33%
	27-29	15	10%
	Above 30	03	2%
Material states	Single –yes	99	66%
	Single-no	51	34%
Total monthly budget	$0-$500	32	21.3%
	$501-1000$	50	33.33%
	$1001-1500$	42	28%
	$1501-2000$	19	12.67%
	$2001-or more	07	4.67%
Monthly budget for clothing	$0-$50	59	39.3%
	$51-100$	64	42.67%
	$101-150$	24	16%
	$151-200$	03	2%

The next section of this chapter is conversing about the appropriateness of the operationalized Variables and applied different techniques, in order to measure the concept that set out to measure. The use of accurate instrument may help to ensure the accuracy of results and further enhance the quality of the research. Hence, in order to ensure that the techniques that are used this study do indeed measure the variables they are supposed to, and asses the 'goodness' of them to measure these variables accurately. Reliability and validity testing can be carried out in order to ensure the goodness of the measures that researcher developed.

3.8.10 Reliability

'Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring' (Sekaran and Bougie 2010 pp.152). Joseph Hair, et al. (2007 pp. 241) mentioned that, even reliability is most frequently associated with multi-item scale, it's important to measure for any kind of questionnaire. To reliable the instrument with multi-item scale, it should be correlated the individual items that are comprised in scale. Further authors mention that, if the survey questionnaire be able to give a consistent score for repeated application, it will be considered as reliable. It is needed to apply internal consistency in order to measure the reliability, when the study used summated scale where several items are summed to total score (Malhotra, 2010, pp. 287).Most popular type of internal consistency reliability is 'Coefficient Alpha, or referred as Cronbach's alpha. 'Coefficient alpha is a measure of internal consistency reliability that is the average of all possible split-half coefficients resulting from different splitting of the scale items' (Malhotra, 2010, pp. 286). The coefficient value varies from 0 to 1 and, further less than 0.6 generally indicate as unsatisfactory reliability level. Moreover, the value of coefficient can increase by increasing the number of scale items (Malhotra, 2010, pp. 286).

3.8.10.1 Reliability statistics for the study
Table 3.7a: Reliability data

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.690	.651	6

Table 3.7a shows reliability statistics of selected items in study. Total 49 items were used for the study and has categories under main 06 factors likewise impulse buying behavior (5

items), reference group influence (group cohesiveness- 6 items and susceptibility-5 items), shopping emotion (positive emotion-2 items and mode management-4 items), availability of time (3 items), and availability of money (7 items) and finally in-store promotion (2 items). Compute value for each factor were taken to calculate the reliability of these selected factors.

Accordingly 'Reliability Statistic' indicates overall Cronbach's Alpha value is 0.69 and Cronbach's Alpha based on standardize items is 0.651. Further, it's explained that, selected indicators that are used to study the phenomenon is, moderately (around 70%) good for explaining the changes.

Table 3.7b: Reliability data

Inter-Item Correlation Matrix

	impulsebuyin	RG	Emotion	Time	Money	SP
impulsebuyin	1.000	.421	.335	.088	.490	.089
RG	.421	1.000	.581	.020	.511	-.023
Emotion	.335	.581	1.000	.028	.593	.056
Time	.088	.020	.028	1.000	.053	.191
Money	.490	.511	.593	.053	1.000	.117
SP	.089	-.023	.056	.191	.117	1.000

The covariance matrix is calculated and used in the analysis.

Inter –item correlation matrix displays the correlation between the variables. Variables such as reference group influence, shopping emotions, and availability of money noted high correlation among other variables (those all variables are indicated above 0.3 correlations). On the other hand, variables such as availability of time and in store promotion show very weaker relationship with other variables because of its lower correlation value respectively 0.088 and 0.089. Furthermore, findings indicated that, excluding these items from this study, reliability can be increased likewise; deleting item 'available time' reliability can increase until 0.72 and deleting variable 'in store promotion' will help to increase the reliability until 0.718. (see the appendix xxx)

3.8.11 Validity
The validity is dealing with the accuracy of the measuring concept or to examine whether the researcher has selected correct concept to study the phenomenon. Sekaran and Bougie (2010 pp.157) mention that, 'validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure '. Validity includes several components, such as face validity, content validity, and criterion validity and construct validity (convergent validity, discriminate validity). According to the expert opinions, literature review is used to

establish face validity. Because of, the literature review indicates the items that are intended to measure the concept, and given some surface value for these concepts.

3.8.12 Multicollinearity

In simply multicollinearity is, the extent to which variable can be explained by other variables in the analysis. The high multicollinearity makes more complicated to make interpretation for clustered variables, due to the reason of, difficult to assess the effect of any single variable, owning to the variables interrelationship (Hair, et al. 2007 pp. 557). This is a most common phenomenon in research studies which is having two or more independent variables in a multiple regression model. The more common measures to identify the multicollinearity are tolerance value and the variance inflation factor (VIF). The value of the measures indicates the, extend to which the one independent variable is explained by other variable (Sekaran and Bougie 2010 pp.353). The cutoff value for measures respectively is , 0.10 for tolerance value and 10 for VIF value.

3.9 Research Ethics

Malhotra (2010) explain ethics in research in different aspects. Ethical practices and the issues related to the research study can be identified in different stage in research process. The client or a researcher should not develop the research process based on hidden object to gain some benefit such as promotion or decision which has already made. Both clients and researcher are ethically obligated to share all relevant information and develop the research question based on the best interest of client. The respondent's anonymity is the one of the mains important point should be considered in survey. Thereby, researcher has obligation not to disclose name or other information for outside parties. Moreover ethical research should be disguising the purpose of the study without violating the right of the respondents. Hence, researcher can be given full explanation to respondents about the nature of the survey, research task, true purpose of the study, in the beginning of the study as well as respondents should have freedom to drop the survey in any time they needed. Ethical researcher should always give considerable effort in order to obtain the data from representative sample. Further authors explain, appropriate explanation of the population, select correct sampling frame and sampling technique may be more helpful in order to conduct the ethical study. Cieurizo & Keitel, (1999) mention that, respondents should not distort or even exaggerate their calm and as well as researcher should try to minimize the effect of personal bias when interpreting the data.

3.10 Chapter Summary

As explained in chapter introduction, Chapter 03 was deliberated the detail information about the research method, sampling method that was applied for the study. Further, in depth explanation of sample and the respondents also has given in chapter.

Next chapter of the paper is mainly focusing on analysis of these collected data. The chapter will be gradually developed discussion align with the research questions that are discussed in first chapter.

Chapter 04: Data Analysis

4.1 Chapter Introduction.

Chapter discusses the analysis of data that the researcher was collected from the empirical study. After the data collection and before the analysis, the researcher performed reliability test, to ensure the completeness and validity of collected data. Findings of the test have briefly discussed in previous chapter. The first part of the chapter focused on the descriptive statistics relevant to the selected two samples. Finally, it has discussed the differences among these two samples in a later part of the report.

AAker, et al. (2001, pp. 427) mentioned that, the raw data collected from the questionnaire must be done a primary preparation before performing the statistical analysis. The degree, to which data were prepared and converted into the suitable form of analysis, is greatly influenced for the quality of the result obtains from statistical analysis and the interpretation and conclusion reached throughout it.

SPSS software was applied for analysis the data for this study. As first step of the analysis, coded data gathered from the empirical study as like this.

Table 4.1: Information about Coding

Item	codes
Nationality	Norwegian -1, Sri Lankan -2
Material status	Single- yes -1, single-no-2
Employee	Full time-1, full time in cam.-2, part time-3, part time in cam-4, seasonally -5
Monthly total budget	$0-$500-1, $501-1000$-2, $1001-1500$-3, $1501-2000$-4, $2001-or more-5
Monthly budget for clothing	$0-$50-1, $51-100$-2, $101-150$-3, $151-200$-4, $201-300$-5, $301-or more-6
All ordinary data	Strongly disagree-1 to totally agree-7

4.2 Descriptive Analysis

AAker, et al. (2001, pp 427) explains that, as a first part of the data analysis, need analyses all questions or measures by itself. This is called as tabulating the data. Further authors mention, 'tabulation consists simply of counting the numbers of cases that fall into the various categories. Tabulations are primarily used to determine the empirical distribution of the variables and calculate the descriptive statistics.

In order to make clear comparison, and help to readers to understand the differences, initial analysis has presented as percentages and as a graphic.

4.2.1 Descriptive Statistics: Material States.

Material status of these selected respondents was generally test with simple question that is 'I am single' with two choices 'yes' and 'no'. Subsequently, appendix 03 displays the comparison of two groups based on the material status. There by, in the Norwegian group 35 respondents (out of 75) have reported as 'single –yes'. Compare to the Norwegian sample, larger majority of respondents (64 from 75) has mentioned as 'single- yes' category in Sri Lankan group.

4.2.2 Descriptive Statistics: Age

Appendix 04 describes about the age differences of the respondents of this study. As mentioned in the explanation of the questionnaire, mainly these respondents are categorized into five major categories as 18-20, 21-23, 24- 26, 27-29 and above 30 age categories. The table describes the percentage of each category and the separate two samples as well. As it presented , the larger proportion of Norwegian respondents (33 out of 75) are represented in 21-23 age category, as similarly most of the Sri Lankan respondents (32 out of 75) also have categorized in same age level. At the same time, around 3% of Norwegian respondents and around 20% Sri Lankan respondents are representing in the category 18-20. When concerned about the, above 30 age category, slightly smaller numbers of respondents have been participated from Norway and no one from Sri Lanka. These findings have graphically displayed in below figure 4.1 .

Graph 4.1: Comparison of Age Categories
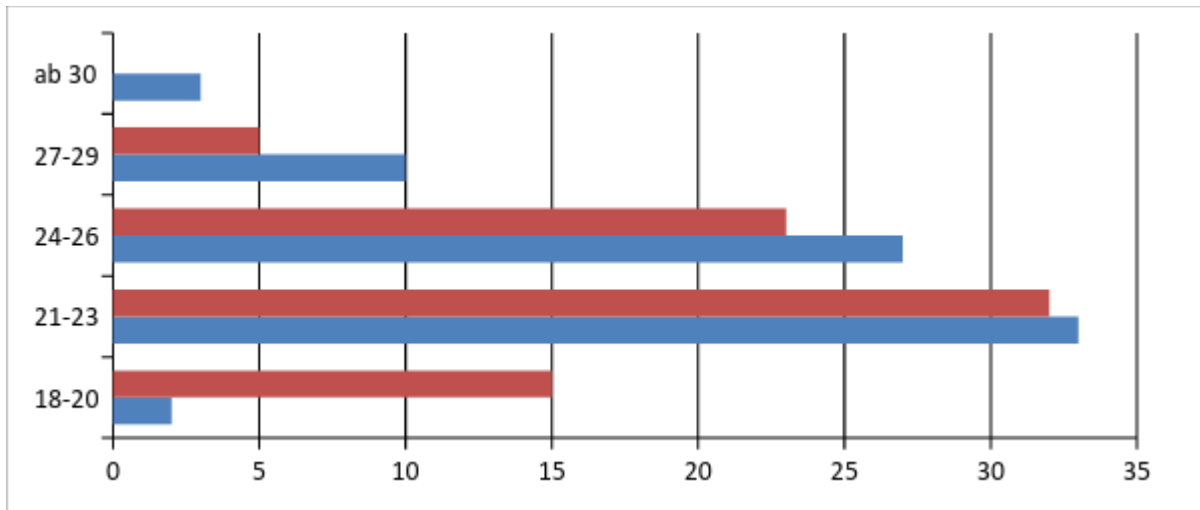
4.2.3 Descriptive Statistics: Monthly Total Budget

Graph 4.2: Comparison of Monthly Total Budget
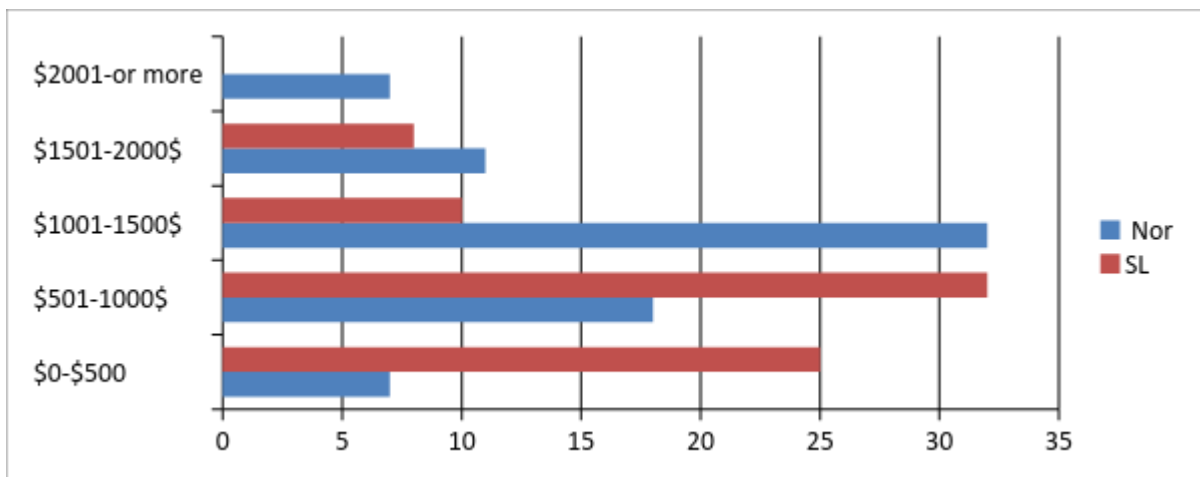
In appendix 05 and the graph 4.2 have given detail overview about the total monthly budget of these selected undergraduates from Norway and Sri Lanka. Significantly larger number of respondents form Sri Lankan group is representing the $501-1000$ income category, and averagely it's about around 43%. Likewise, more than 42 % of respondents are representing income category $1001-1500$, which is the largest proportion of Norwegian sample. None of the respondents was categorized in income category $2001-or more from Sri Lankan sample.

4.2.4 Descriptive Statistics: Monthly Budget for Clothing
Table 4.2: Comparison of Monthly budget for clothing

Total montly budget for clothings * nationality of respondents Crosstabulation

			nationality of respondents		Total
			norwegian	Sri Lankan	
Total montly budget for clothings	$0-$50	Count	26	33	59
		Expected Count	29.5	29.5	59.0
	$51-$100	Count	32	32	64
		Expected Count	32.0	32.0	64.0
	$101-$150	Count	14	10	24
		Expected Count	12.0	12.0	24.0
	$151-$200	Count	3	0	3
		Expected Count	1.5	1.5	3.0
Total		Count	75	75	150
		Expected Count	75.0	75.0	150.0

Graph 4.3: Comparison of Total Monthly Budget for Clothing
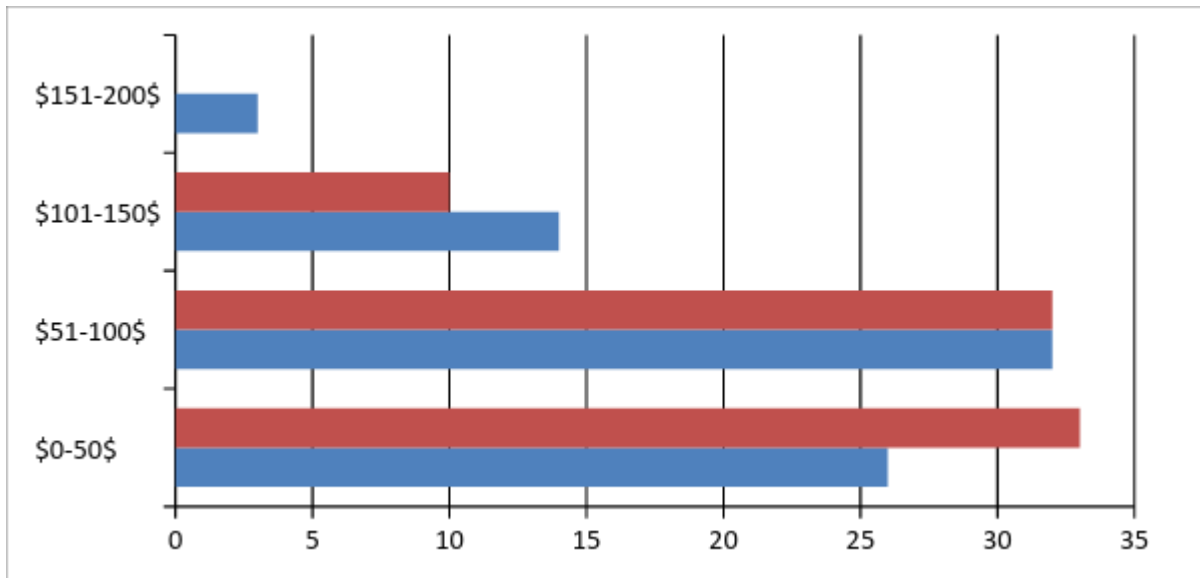
In table 4.2 and the figure 4.3 describe the respondents' idea of their monthly budget for clothing of these selected two samples. Larger proportion of Norwegian respondents (32 out of 75 Norwegian respondents) are averagely $51-100$ of income is spent for their clothes in monthly. Compared to the Norwegians, most of the Sri Lankan respondents (33 out of 75

respondents) are spending slightly less amount of money as their monthly clothing expenses, as averagely $0-$50.

4.2.5 Descriptive statistics: Comparison of Total Budget and Monthly budget clothing

Table 4.3: Comparison of monthly total budget & clothing budget

Total montly budget for clothings * Total montly budget of the respondents * nationality of respondents Crosstabulation

nationality of respondents				$ 0-$500	$501-$1000	$1001-$1500	$1501-$2000	$2001-or more	Total
						Total montly budget of the respondents			
norwegian	Total montly budget for clothings	$0-$50	Count	6	9	9	1	1	26
			Expected Count	2.4	6.2	11.1	3.8	2.4	26.0
		$51-$100	Count	1	6	16	7	2	32
			Expected Count	3.0	7.7	13.7	4.7	3.0	32.0
		$101-$150	Count	0	1	7	3	3	14
			Expected Count	1.3	3.4	6.0	2.1	1.3	14.0
		$151-$200	Count	0	2	0	0	1	3
			Expected Count	.3	.7	1.3	.4	.3	3.0
	Total		Count	7	18	32	11	7	75
			Expected Count	7.0	18.0	32.0	11.0	7.0	75.0
Sri Lankan	Total montly budget for clothings	$0-$50	Count	14	18	1	0		33
			Expected Count	11.0	14.1	4.4	3.5		33.0
		$51-$100	Count	11	13	6	2		32
			Expected Count	10.7	13.7	4.3	3.4		32.0
		$101-$150	Count	0	1	3	6		10
			Expected Count	3.3	4.3	1.3	1.1		10.0
	Total		Count	25	32	10	8		75
			Expected Count	25.0	32.0	10.0	8.0		75.0

Cross tabulation is the appropriate statistical method to study relationship among the nominal variables (AAker, et al. 2001, pp 432). In above table 4.3 the author wishes to describe the similarities and differences of respondents' total income and their monthly clothing budget. There by, it presents each of the income categories which has breakdown into each of the clothing budget. Further authors explain that, if these samples are similar, each of its frequencies expected to be similar to each other.

According to explanation of table 4.6, the largest number of respondents, who has categorized under the $1001-1500$ from Norwegians respondents are mostly spending around $51-100$ budget for clothing. Correspondently, significant number of Sri Lankan respondents monthly total budget is $501-1000$ and further, people who are in this category most spent around $0-$50 for their clothing.

4.2.6 Descriptive Statistics: Comparison of Total Budget and Material States

Table 4.4: Comparison of monthly total budget & material status

Material states of the respondents * Total montly budget for clothings * nationality of respondents Crosstabulation

nationality of respondents				Total montly budget for clothings				Total
				$0-$50	$51-$100	$101-$150	$151-$200	
norwegian	Material states of the respondents	single-yes	Count	15	15	3	2	35
			Expected Count	12.1	14.9	6.5	1.4	35.0
		single -no	Count	11	17	11	1	40
			Expected Count	13.9	17.1	7.5	1.6	40.0
	Total		Count	26	32	14	3	75
			Expected Count	26.0	32.0	14.0	3.0	75.0
Sri Lankan	Material states of the respondents	single-yes	Count	23	31	10		64
			Expected Count	28.2	27.3	8.5		64.0
		single -no	Count	10	1	0		11
			Expected Count	4.8	4.7	1.5		11.0
	Total		Count	33	32	10		75
			Expected Count	33.0	32.0	10.0		75.0

As the author explained above in Table 4.4 a larger majority of Sri Lankan respondents (31 respondents out of 75), who are joined to the study is single. With compare to the Norwegian sample, significantly larger number of respondents (17 respondents out of 75) has mentioned as 'single no' category. It's approximately around 23%. Here, author tries to make some comparison of their material status and monthly budget for clothing.

Following table, 4.8 showed that, larger fraction of Norwegian respondents around 43% has categorized under the income level $51-100$, among them larger number of respondents (17 from out of 75) has indicated as 'single no' in this income level category. The similar number of people (15 each, out of 75) in the 'single –yes' category is spending around $0-50$and $51-100$ as their monthly clothing expenses. Correspondingly, the larger majority of Sri Lankan respondents has recorded their monthly budget as $51-100$ and among them, more than 96% of respondents has mentioned as 'single –yes'. Moderately a high number of respondents (23 out of 75) have mentioned clothing budget category $0-50$. Furthermore, no one has categorized in budgeting category $151-200$ and only one respondent has indicated as $51-100$ budget category of Sri Lankan respondents in category 'single-no'.

 The next part of the analysis mainly focuses on the second section of the questionnaire, which has thoroughly discussed the consumer's impulse buying behaviour and its influence of selected variables. Further, researcher has applied the regression analysis to investigate the relationship among these variables relevant to the specific sample and finally identify the differences of these relationships between these two samples by applying the t-test.

Hair , et al. (2007) emotion that, analyses the data , which has collected relevant to the variable with different responses , researcher can be used the frequency distributions. The objective of the frequency distribution displays the summary of observations associated with each value of the variable.

4.3 Frequency Distribution

4.3.1 Frequency Distribution: Impulse Buying Behavior.

The questions that are used to study about the impulse buying behavior of these two samples and its respective frequencies of responses related to each question has mentioned in separately in appendix 8a-8e   Based on the question '*I cannot resist buying clothing if I really like it'* largest number of respondents (15 respondent for each out of 75) or around 20% has indicated as Slightly Agree and *disagree* from Norwegian sample. Similarly majority of Sri Lanka respondents (27 form 75 respondents) or around 36 % have remarked as agreed. Respectively for the question number 02 (see the appendix table 4b), and 03 (see the appendix table 4c) larger majority of Norwegians has specified as *slightly disagree* (26 respondents out of 75 or 35 %), and same idea for question number 03 also (21 respondents out of 75 or 28 %).

At the same time, larger part of Sri Lankan sample has designated as Slightly disagree (20 out of 75 or 27%) for question 02 and slightly higher number of respondents than previous question (25 respondents from 75 or 33.33%) have given same indication question 03. Here for both question 02 and 03, both groups have reported as slightly disagree.

The stated idea relevant to the question '*I buy things setting by the register at the last minute'* between these two groups are not significantly different. Respectively, While more than 32% (or 24 respondents) Norwegian indicated it as slightly Disagree, as similarly 33.33% (or 25) of Sri Lankan has reported as the same opinion.

Sun, Horn, & Merritt, (2004) highlight that, Consumers who are attached to collectivistic cultures tend to be more like to introduce themselves as impulsive or unplanned buyers than the individualistic cultures. The finding of above analysis does not explicit significantly different views among these two groups. As author explained above most of the time, the responses given by the two groups are the same.

4.3.2 Frequency Distribution: Presence of Others

Appendix 9a-9k are provided information regarding the idea of these respondents about the group cohesiveness and individual susceptibility factors , which are influence for the impulsiveness of consumers. This study has focused mainly two different groups from Norway and Sri Lanka. For the statements of '*Often when I am shopping , I go with my any family member', 'Me & my family is very 'close-knit', I always going shopping with my family member', 'It is important that others like the product that I buy', 'If others can see me using the product , I buy the one they expect me to buy', 'I rarely purchase the latest styles until I know others approve of them', 'When buying a product, I generally purchase those the brand that I think others will approve of', and 'I like to know what product make good impression on others',* the majority of two groups has recorded total opposite opinions likewise, for question 01, while 22 respondents from 75 are recorded as *slightly disagree* form Norwegian group, and 20 respondents in Sri Lankan group have recorded as *slightly agree*.

Correspondingly, rest all the other statements concern here most of the time; responses are slightly similar in between two groups. The larger number of respondents in both groups (23 Norwegians and 31 Sri Lankan) have cited as 'slightly agree ' for the statement of *'Often when I am shopping , I go with my family member or any of my friend'.* Compared with the responses coated by Norwegian group, slightly higher number of Sri Lankans (23 out of 75) or 31 % in have reported in Slightly disagree for the statement of ' *Me & my family is very 'close-knit', I always going shopping with my family member'.* At the same time, around 24% of participants have agreed with this statement. Furthermore, there can be seen almost similar ideas that is *slightly agree*, have cited by same number of respondents (22 out of 75) for statement of '*Often when I am shopping, I go with any of my friends'.*

4.3.3 Frequency Distribution: Shopping Emotion.

In appendix 10a- 10f show the results are composited by the groups of their shopping emotion when they are buying fashion apparels. Further it's specified that, there are few differences between these two groups regarding statements. For the statements of '*I feel sense of thrill, when I am buying something new'* and '*I feel excited when making a purchase decision for something new'* (see the app. 10b)'*Sometimes, I buy something in order to make myself feel better'* (see the app. 10c)larger majority people have preserved their idea as *Slightly Agree* or *agree* in both groups. Besides that, two groups have recorded slightly different views for the statement of '*Sometimes, I regret buying new things'* likewise from all

75 participants 23 Sri Lankan female has recorded as *slightly disagree* while 20 Norwegians are *agree* on this statement. Compared to the majority of Norwegian group (20 out of 75) , slightly larger Sri Lankan majority represent (38 respondents from 75) in the same idea as '*slightly agree*' for the statement of '*I experience mixed feelings of pleasure and guilt of buying something on impulse*' (see app.10f).

4.3.4 Frequency Distribution: Availability of Time

In the appendix 11a-11c are discussing the respondents feeling about the available time for their shopping activities. In here, comparing with respondents from Norwegian group, those from larger number of Sri Lankan (30 out of 75 or 40%) reported *slightly disagree*, for the statements of '*Usually, I have limited time available for shopping trips*'. Moreover, the majority of Norwegians have indicated opposite idea from Sri Lankan group based on this statement. Correspondently, in both groups together, largest number of participants have categorized in the category of 'slightly disagree' (see the app.11b) for the statement of '*I am not usually rushed for time while shopping*'. As well as among these respondents around 72% (40 out of 55) are Sri Lankan nationalities who have indicated as like this. Hence, when concerns about the based on nationality, most of the Norwegian have *slightly agreed* on this statement. When concern both group expressed ideas for the statement of '*The amount of time pressure I feel when shopping could be high*' is showed that, majority (33 candidates from 75) have positioned in both '*slightly disagree*' and 'Neither *agree nor Disagree*' categories. But, when concerned about the individual nationalities, Norwegians have mostly mentioned as '*slightly disagree*', while majority of Sri Lankan specified it as '*Neither agree nor disagree*' (see app.11c).

4.3.5 Frequency Distribution: Availability of Money

The selected two groups have recorded slightly different overviews about the availability of money for shopping activities and their feeling about it as shown in table appendix 12a-12e. While the Norwegian group rated higher on the category 'slightly disagree' (21 out of 75 respondents) in statements like , '*Often when I am shopping , I can afford to make any unplanned purchase*, , Sri Lankan group has indicated both '*slightly agree*' and '*agree*' in the same number of candidates (23 out of 75) on this particular statement (see the app.12a). In general, two groups have expressed opposite ideas to each other. Compare to the number of Sri Lankan people, Norwegian group has positioned in all categories in slightly similar numbers of respondents for the statement of '*Often when I am shopping, I am on a tight budget for shopping*' (see the app. 12b). On the other hand, when concerns about the Sri

(see the app. 10e) Lankan group, respectively 24 or 32% respondents *slightly disagreed* with the statement, while 22 or 29% is *slightly agreed*. For the statement of '*Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I find something I really like*' the highest number of people (32 out of 75) has categorized in '*slightly agree*' classification from Sri Lanka (see the app. 12c.) . Rests of other all statement also identify same kinds of responses in this regard.

In the next section of the chapter deliberates the comparison of two groups based on selected factors which are influenced to the consumer's impulse buying behavior. Accordingly, the statistical techniques that are used to analyze the data collected from empirical study is highly depends on its types (AAker, et al. 2001, pp 433). Further same authors reveal that, mainly nonparametric measures can be calculated relate to the ordinal data, such as mean and mode for a central tendency.

4.4 Comparison of Group

In order to compare the selected two groups, study has performed the T- test, considering different factors which are used for the study. One common measurement has used for gathering to ordinal data throughout the study form both sample as well as these two groups are individual from each other, there for researcher tends to apply this technique for this analysis. Throughout the findings author has descriptively described about the acceptance or rejection of the hypotheses, which are formulated for the study. Here, in this section mainly concerns about the hypothesis, H1, H1a, H1b, H1c, H1d, H1e, and H1f only.

4.4.1 Compare Groups: Impulse Buying Behavior
Table 4. 5a: Impulse buying: Norwegians & Sri Lankans

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
I cannot resist buying clothing if I really like it (IB)	norwegian	75	3.7600	1.97853	.22846
	Sri Lankan	75	4.3200	1.84655	.21322
I buy anything I suddenly feel compelled to buy (IB)	norwegian	75	2.6667	1.43634	.16585
	Sri Lankan	75	3.7467	1.57766	.18217
I often buy clothes while I am out doing other things (IB)	norwegian	75	3.1467	1.49498	.17263
	Sri Lankan	75	3.8000	1.66847	.19266
I buy clothing I like without a lot of thinking (IB)	norwegian	75	3.0267	1.56804	.18106
	Sri Lankan	75	3.7067	1.52256	.17581
I buy things setting by the register at the last minute (IB)	norwegian	75	2.8400	1.40501	.16224
	Sri Lankan	75	3.5467	1.39781	.16141
mean value for impulse buying	norwegian	75	3.0880	1.10392	.12747
	Sri Lankan	75	3.8240	1.27934	.14773

Table 4. 5 b: Impulse buying : Norwegians & Sri Lankans

In dependent sample t-test	T value	Sig. (2 tield)
I cannot resist buying clothing if I really like it	-1.792	0.705
I buy anything I suddenly feel compelled to buy	-4.384	.000
I often buy clothes while I am out doing other things	-2.528	.013
I buy clothing I like without a lot of thinking	-2.694	.008
I buy things setting by the register at the last minute	-3.088	.002
Mean value for impulse buying	-3.772	.000

Source: Table adopted from, appendix 13

The table 4.5 contains the findings of the T-test regarding the impulse buying behavior of two different groups. Mean value of both groups based on each statement is pointed out that very small difference. Besides that, the standard deviation for the two groups is also reflected same explanation.

As an example, the respective mean values of Norwegian group and Sri Lankan group for statement of '*I cannot resist buying clothing if I really like it*' is 3.7600 and 4.3200. Corresponding Std. Deviations are 1.97853 and 1.84655. These both figures showed small differences between them. In addition to that, overall mean value of both groups for impulse buying activities (3.0880- Norwegian group and 3.8240-Sri Lankan

group) are showed that, Sri Lankan female's impulse buying is slightly higher than Norwegian group. But this difference is relatively very small as explained above (refer the table 4.21a, mean value column).

Furthermore, independent sample t-test table displays that, significant level of the means for the statements of '*I buy anything I suddenly feel compelled to buy*' (0.000), '*I buy things setting by the register at the last minute*' (.002) and *overall Impulse buying value* (0.000) are only significant in this factor (less than 0.05 (<0.05). Hence, these selected groups are significantly different regarding the above mentioned two situations only. But, on the other hand, computed mean value indicated that both groups are relatively different from each other. Thus, impulse buying behavior of these two groups is significantly different. Another word, impulse buying behavior of Norwegian group is significantly less than Sri Lankan group.

4.4.2 Compare groups: Present of Others
Table 4. 6 a: T- test   : Norwegians & Sri Lankans

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
Often when I am shopping , I go with my any family member (RG)	norwegian	75	3.2267	1.72872	.19962
	Sri Lankan	75	4.5333	1.40783	.16256
Often when I am shopping , I go with any of my friends (RG)	norwegian	75	5.2667	1.50075	.17329
	Sri Lankan	75	4.0267	1.31492	.15183
Often when I am shopping , I go with my	norwegian	75	4.8400	1.46158	.16877
	Sri Lankan	75	3.8000	1.48870	.17190
Often when I am shopping , I go with my	norwegian	75	5.1600	1.61111	.18603
	Sri Lankan	75	5.0667	1.29795	.14987
Me & my family is very 'close-knit', I always	norwegian	75	3.0400	1.37978	.15932
	Sri Lankan	75	4.6667	1.64673	.19015
Me & my family is not very 'close-knit', I like to	norwegian	74	3.5270	1.50089	.17448
	Sri Lankan	75	3.4933	1.27738	.14750
It is important that others like the product that I buy	norwegian	75	2.9867	1.75909	.20312
	Sri Lankan	75	4.2800	1.47557	.17038
If others can see me using the product , I buy	norwegian	75	2.7867	1.39781	.16141
	Sri Lankan	75	3.7067	1.48664	.17166
I rarely purchase the latest styles until I know	norwegian	75	2.5467	1.51830	.17532
	Sri Lankan	75	3.7867	1.52717	.17634
When buying a product, I generally purchase those	norwegian	75	2.6133	1.27230	.14691
	Sri Lankan	75	4.2800	1.14561	.13228
I like to know what product make good	norwegian	75	3.7467	1.68534	.19461
	Sri Lankan	75	4.5467	1.31820	.15221
total mean value for RG	norwegian	75	3.5685	.84651	.09775
	Sri Lankan	75	4.3055	.65566	.07571

Table 4. 6 b: T- test   : Norwegians & Sri Lankans

In dependent sample t-test	T value	Sig.
6.Often when I am shopping , I go with my any family member	-5.076	.000
7.Often when I am shopping , I go with any of my friends	5.382	.000
8.Often when I am shopping , I go with my best friend	4.317	.000
9.Often when I am shopping , I go with my family member or any of my friend	.391	.697
10. Me & my family is very 'close-knit', I always going shopping with my family member	-6.557	.000
11. Me & my family is not very 'close-knit', I like to go shopping with my friends.	.148	.883
12. It is important that others like the product that I buy	-4.878	.000
13. If others can see me using the product , I buy the one they expect me to buy	-3.904	.000
14. I rarely purchase the latest styles until I know others approve of them.	-4.987	.000
15. When buying a product, I generally purchase those the brand that I think others will approve of.	-8.431	.000
16. I like to know what product make good impression on others.	3.238	.001
Mean value for reference group	-5.961	.000

Source: Table adopted from, appendix 14

Following table 4.6 mentioned the findings in comparison of two groups, based on the idea are given in the present of others for shopping activities. The mean score on the two groups ascertained is, relatively larger difference between the two groups of Norwegians and Sri Lankan. When referring the table 4.6b presented that, only 02 statements indicate no significant value out of these 11 statements considered here. Which are '*Often when I am shopping, I go with my family member or any of my friend*' (mean values: 5.1600- Norwegian group and, 5.0667- Sri Lankan group) and '*Me & my family is not very 'close-knit', I like to go shopping with my friends*' (mean values: 0.3369- Norwegian group and, 0.3369- Sri Lankan group) (refer the table 4.6a).

Second table for independent sample t-test table shows the significant level of the mean explained that, responses given by the two groups for the present of other people for shopping trips and decision making is significantly different. Likewise, overall mean value remarks, Norwegian group mean value slightly lesser than the Sri Lankan group regarding this factor. Even though the mean value indicates some differences, both group ideas have posted in '*slightly disagree*' or '*Neither Agree nor Disagree positions*'.

4.4.3 Compare Groups: Shopping Emotions
Table 4. 7 a: T- test   : Norwegians & Sri Lankans

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
I feel sense of thrill, when I am buying something new. (PE)	norwegian	75	4.3200	2.08054	.24024
	Sri Lankan	75	5.0933	1.38694	.16015
I feel excited when making a purchase decision for something new. (PE)	norwegian	75	4.8533	1.65785	.19143
	Sri Lankan	75	5.0800	1.31272	.15158
Sometimes, I buy something in order to	norwegian	75	4.7067	1.94362	.22443
	Sri Lankan	75	5.1600	1.29490	.14952
Buying is a way of reducing stress in my	norwegian	75	4.0000	1.84537	.21309
	Sri Lankan	75	4.2400	1.08851	.12569
Sometimes, I regret buying new things (MM)	norwegian	75	4.5067	1.73496	.20034
	Sri Lankan	75	4.1333	1.29795	.14987
I experience mixed feelings of pleasure and	norwegian	75	4.7200	1.87126	.21607
	Sri Lankan	75	5.0400	.95068	.10977
Total mean for shopping emotion	norwegian	75	4.5178	1.09070	.12594
	Sri Lankan	75	4.7911	.76577	.08842

Table 4. 7 b: T- test   : Norwegians & Sri Lankans

In dependent sample t-test	T value	Sig.
I feel sense of thrill, when I am buying something new.	-2.678	.008
I feel excited when making a purchase decision for something new.	-.928	.355
Sometimes, I buy something in order to make myself feel better	-1.681	.095
Buying is a way of reducing stress in my daily life	-.970	.334
Sometimes, I regret buying new things	1.492	.138
I experience mixed feelings of pleasure and guilt of buying something on impulse	-1.320	.189
Mean value for reference group	-1.776	.078

Source: Table adopted from, Appendix 15.

The shopping emotion difference among the Norwegian group and the Sri Lankan group has discussed in table 4.7. Relevant means related to two groups is, very closely similar to each other for all statements test here. As an example, when concerns about the statement, '*Buying is a way of reducing stress in my daily life*' (mean value: for Norwegian is 4.0000 and mean value for Sri Lankan is 4.2400), as well as computed mean value also correspondingly for the two groups are 4.5178 and 4.7911. The mean value also expresses that, there are very small differences between two groups.

Further explanation, the shopping emotion of Norwegian group is slightly lower than the Sri Lankan group. Further it expresses average Norwegian females has posted idea, likewise '*Neither Agree nor Disagree*' or 'disagree' as well as the Sri Lankan group has illustrated idea close to '*agree*' based on this factor. In addition to that, Significant of the means is indicated that, all these items are less significant in this particular study (it's higher than the 0.05). It means that these two groups are not significantly different based on shopping emotion.

4.4.4 Compare groups: Availability of Time
Table 4. 8 a: T- test : Norwegians & Sri Lankans

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
Usually, I have limited time available for shopping trips. (T)	norwegian	75	4.7600	1.55824	.17993
	Sri Lankan	75	4.0267	1.20778	.13946
I am not usually rushed for time while shopping. (T)	norwegian	75	3.7733	1.56459	.18066
	Sri Lankan	75	3.4533	1.08171	.12490
The amount of time pressure I feel when	norwegian	75	3.7200	1.68907	.19504
	Sri Lankan	75	3.8667	1.28750	.14867
Mean value for time	norwegian	75	4.0844	1.04994	.12124
	Sri Lankan	75	3.7822	.65415	.07553

Table 4. 8 b: T- test : Norwegians & Sri Lankans

In dependent sample t-test	T value	Sig.
Usually, I have limited time available for shopping trips.	3.221	.002
I am not usually rushed for time while shopping.	1.457	.147
The amount of time pressure I feel when shopping could be high.	-.598	.551
Mean value for reference group	2.116	.036

Source: Table adopted from, Appendix 16

Table 4.24 describe the comparison of the two groups concerning the ideas have expressed about the availability of time for shopping activities of fashion apparel. Mean value illustrate substantial difference only for the statement of '*Usually, I have limited time available for shopping trips*' (mean value for Norwegian is 4.7600 and for Sri Lankan is 4.0260) and for overall value (mean for Norwegian group is 4.0844 and for Sri Lankan group is 3.7822) for this factor (refer the table 4.8a). These mean values are reflected as; the Norwegian group is considerably higher mean value on the availability of time for shopping activities than the

mean value of the Sri Lankan group regarding this factor. Additionally, overall mean value indicates that not only the Norwegian group, but also Sri Lankan group is keeping some idea, likewise '*Neither Agree nor Disagree*' regardless to this factor.   Besides that, standard deviation also expresses a similar idea. But the most significant difference is expressed by only the statement which is discussed above. Rest of the other statements are not displayed significant diverse between these two groups. Moreover, computed mean value explained that, both groups expressed slightly dissimilar ideas for availability of time for shopping activities.

4.4.5 Compare groups: Availability of Money
Table 4. 9a: T- test   : Norwegians & Sri Lankans

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
Often when I am shopping , I can afford to make any unplanned purchase (M)	norwegian	75	3.7733	1.76737	.20408
	Sri Lankan	75	4.6400	1.32175	.15262
Often when I am shopping, I am on a tight budget for shopping, (M)	norwegian	75	4.0800	1.58336	.18283
	Sri Lankan	75	3.8933	1.23653	.14278
Often when I am shopping, I have enough	norwegian	75	3.8533	1.86499	.21535
	Sri Lankan	74	4.5541	1.28364	.14922
When I have a perception of greater availability of	norwegian	75	4.1200	1.88851	.21807
	Sri Lankan	75	5.1467	1.15891	.13382
When I have a perception of greater availability of	norwegian	75	3.9867	1.94167	.22420
	Sri Lankan	75	5.1067	1.18062	.13633
Mean value for money	norwegian	75	3.9627	.96797	.11177
	Sri Lankan	74	4.6676	.76232	.08862

Table 4. 9b: T- test   : Norwegians & Sri Lankans

In dependent sample t-test	T value	Sig.
Often when I am shopping , I can afford to make any unplanned purchase	-3.401	.001
Often when I am shopping, I am on a tight budget for shopping,	.805	.422
Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I find something I really like,	-2.668	.008
When I have a perception of greater availability of money, it increases my feeling of shopping.	-4.013	.000
When I have a perception of greater availability of money, it decreases the negative feeling of unable to access the affordable products.	-4.268	.000
Overall mean value	-4.934	.000

Source: Table adopted from, Appendix 17

The mean values ascertained regardless of two groups are illustrated that, these two groups have expressed significantly different views based on the availability of money for shopping activities. Most of the individual statements reflect same overview carried out with different mean value. As an example, statements likewise, '*Often when I am shopping, I can afford to make any unplanned purchase*', '*When I have a perception of greater availability of money, it increases my feeling of shopping*', '*When I have a perception of greater availability of money, it decreases the negative feeling of unable to access the affordable products*', show identical differences among the mean value of the Norwegian group and Sri Lankan group (refer the table 4.9a). In addition to that, overall mean value also indicated that, same situation as mean value for the Norwegian female group is 3.9627 and mean value for the Sri Lankan group is 4.6676. Furthermore, it's explained that, Sri Lankans have higher an idea about availability of money for shopping activities than the Norwegian group. Moreover, most of Norwegians reflect idea close to '*slightly disagree*' or '*neither agree no disagree*', while most of the Sri Lankan group expresses idea very closely to '*slightly agree*'.

Thereby, finally greater different mean value expresses that, these two groups are having significantly different ideas about availability of money for shopping activities.   Moreover significant of the means (0.000) for computed mean ,which is less than 0.05 is indicated that, the responses recorded by groups regardless to availability of money is significantly different from each other.

4.4.6 Compare groups: In-Store Promotion
Table 4. 10 a: T- test   : Norwegians & Sri Lankans

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
For the most part, I go shopping when there are sales,(SP)	norwegian	75	4.9600	1.37978	.15932
	Sri Lankan	75	3.8133	1.30170	.15031
I enjoy looking for a discount when I am shopping. (SP)	norwegian	75	5.5733	1.30667	.15088
	Sri Lankan	75	4.8400	1.44297	.16662
Mean value for instore promotion	norwegian	75	5.2667	1.20622	.13928
	Sri Lankan	75	4.3267	1.18975	.13738

Table 4. 10 b: T- test   : Norwegians & Sri Lankans

In dependent sample t-test	T value	Sig.
For the most part, I go shopping when there are sales,	5.235	.000
I enjoy looking for a discount when I am shopping.	3.262	.001
Overrall mean value	4.805	.000

Source: Table adopted from, appendix 18.

Regarding the in- store promotion, Norwegian group indicated 5.2667 computed mean values and Sri Lankan group ascertained 4.3267 mean value. T-test was used to determine, whether the responses given by the two groups on in- store promotion were great significantly different from each other. The mean values illustrated that, Norwegians are in higher value about in-store promotion than the Sri Lankan group. In addition to that, independent sample t-test table display, all the statements which are conceded here is greatly significant (all less than 0.005). Thereby, it confirms the same conclusion reached from the mean analysis. Hence, both mean value differences and sig.value of each item specified that, these two groups are significantly different about the idea has recorded on the variable of in-store promotion.

4.5 Correlations of the Variables

The next section of the chapter discusses the relationship between these selected variables in order to address the formulated hypotheses. There can be used statistical methods to check whether, there is any statistical linkage or association between the variables. Hairs, et al. (2007 in pp. 356) explain that, 'Correlation and regression are associative techniques that help us determine if there is a consistent and systematic relationship between two or more variables'. Further authors highlight, some major concepts that are important to understand regarding the relationship of the variables as presence, nature of the relationship, direction and the strength of association. Accordingly the researcher employed the correlation analysis to identify the relationship of considered variables such as, reference group influence, shopping emotion, availability of time and money, and finally in-store promotion for the impulse buying of consumers.

4.5.1 Correlation of Reference Group and Impulse Buying Behavior.

Table 4. 11: Correlation for reference group and impulse buying behavior

Correlations

nationality of respondents			mean value for impulse buying	total mean value for RG
norwegian	mean value for impulse buying	Pearson Correlation	1	.300**
		Sig. (2-tailed)		.009
		N	75	75
	total mean value for RG	Pearson Correlation	.300**	1
		Sig. (2-tailed)	.009	
		N	75	75
Sri Lankan	mean value for impulse buying	Pearson Correlation	1	.393**
		Sig. (2-tailed)		.000
		N	75	75
	total mean value for RG	Pearson Correlation	.393**	1
		Sig. (2-tailed)	.000	
		N	75	75

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

Correlation table 4.11 exhibits that, nature of the relationship of two variables: impulse buying behaviour and reference group influence. Further it reveals the differences between the two groups as well. Relationship surrounded by two factors reference group and impulse buying behaviour is significant for both Norwegian and Sri Lankan groups. When concerned about Norwegian sample, correlation value (0.300) illustrated that, there is positive but, relatively less corporation of these two variables. Similarly, Sri Lankan group also demonstrated the same kind of relationship with these two variables, which is positive and moderately strong. When compared two groups, even though both groups are having the same kind of relationship on these considered variables, Sri Lankan sample has illustrated slightly higher correlation with between the reference group factor and impulse buying behaviour than the Norwegian group. In other words, presence of a family member or friends for the shopping trip can be made greater influence for purchase decision for the Sri Lankan group than Norwegians.

4.5.2 Correlation of Shopping Emotion and Impulse Buying Behavior.

Table 4. 12: Correlation for shopping emotion and impulse buying behavior

Correlations

nationality of respondents			mean value for impulse buying	Total mean for shopping emotion
norwegian	mean value for impulse buying	Pearson Correlation	1	.346**
		Sig. (2-tailed)		.002
		N	75	75
	Total mean for shopping emotion	Pearson Correlation	.346**	1
		Sig. (2-tailed)	.002	
		N	75	75
Sri Lankan	mean value for impulse buying	Pearson Correlation	1	.284*
		Sig. (2-tailed)		.014
		N	75	75
	Total mean for shopping emotion	Pearson Correlation	.284*	1
		Sig. (2-tailed)	.014	
		N	75	75

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

*. Correlation is significant at the 0.05 level (2-tailed).

Following table displays the findings of correlation analysis regarding the shopping emotion and impulse buying behaviour of female consumers in both groups. First, when concerned about these two groups, both Norwegians and Sri Lankan groups have demonstrated a significant relationship between shopping emotion and impulse buying behaviour. In addition to that, even though both groups have recorded same kind of relationship, the strength of the relationship between two variables is different from group to group. The Correlation value (0.346) of Norwegian group stated that, moderately high correlation among the shopping emotion and impulse buying behaviour as well as its indicated reasonably strong relationship. In contrast, Sri Lankan group exhibits positive association with these two variables, with remarkably less correlation value. Hence, undoubtedly it's having less strong relationship. In other words, this correlation illustrated that, consumers' positive shopping emotion or mood management factors can be significantly influenced for the impulse buying behaviour of Norwegian female consumers.

4.5.3 Correlation of Availability of Time and Impulse Buying Behavior.

Table 4. 13: Correlation for available time and impulse buying behavior

Correlations

nationality of respondents			mean value for impulse buying	Mean value for time
norwegian	mean value for impulse buying	Pearson Correlation	1	.175
		Sig. (2-tailed)		.132
		N	75	75
	Mean value for time	Pearson Correlation	.175	1
		Sig. (2-tailed)	.132	
		N	75	75
Sri Lankan	mean value for impulse buying	Pearson Correlation	1	.115
		Sig. (2-tailed)		.326
		N	75	75
	Mean value for time	Pearson Correlation	.115	1
		Sig. (2-tailed)	.326	
		N	75	75

The analysis was conducted to determine the relationship of availability of time and impulse buying of consumers and its findings is displayed in table 4.13. It illustrated that, in respect to both groups, correlation values are (0.175 and 0.115) very low of these two factors. Moreover, its significant value is employed to determine the importance of this relationship. Those values related to two groups note that, the relationship of these two variables are not significant. In other words, the availability of time is not making any influence for consumer's impulse buying behaviour in Norway or Sri Lanka.

4.5.4 Correlation of Availability of Money and Impulse Buying Behavior.
Table 4.14: Correlation for available money and impulse buying behavior

Correlations

nationality of respondents			mean value for impulse buying	Mean value for money
norwegian	mean value for impulse buying	Pearson Correlation	1	.373**
		Sig. (2-tailed)		.001
		N	75	75
	Mean value for money	Pearson Correlation	.373**	1
		Sig. (2-tailed)	.001	
		N	75	75
Sri Lankan	mean value for impulse buying	Pearson Correlation	1	.504**
		Sig. (2-tailed)		.000
		N	75	74
	Mean value for money	Pearson Correlation	.504**	1
		Sig. (2-tailed)	.000	
		N	74	74

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

Following table 4.14 displays the findings of correlation analysis of the factors of availability of money and impulse buying behaviour of these two respondent groups. Derived correlation values, respectively 0.373 for the Norwegian group and 0.504 for the Sri Lankan group. In other words, both groups are indicated positive relationship concerning these two factors. In addition to that, Sri Lankan group demonstrated the notably strong correlation between these two factors. Compared to Norwegian group, it's an outstanding differentiation in here. Moreover, significant value also indicated that, the association of these two factors is more significant on both Norwegian group and Sri Lankan group as well. In other words, availability of money is more significant, and positively influence for the impulse buying behaviour of female consumers in Norway and Sri Lanka. Furthermore, availability of money has most significantly impacted for impulse buying behaviour on the Sri Lankan group than the Norwegian group.

4.5.5 Correlation of In-Store Promotion and Impulse Buying Behavior.
Table 4. 15: Correlation for in-store promotion and impulse buying behavior

Correlations

nationality of respondents			mean value for impulse buying	Mean value for instore promotion
norwegian	mean value for impulse buying	Pearson Correlation	1	.072
		Sig. (2-tailed)		.537
		N	75	75
	Mean value for instore promotion	Pearson Correlation	.072	1
		Sig. (2-tailed)	.537	
		N	75	75
Sri Lankan	mean value for impulse buying	Pearson Correlation	1	.364**
		Sig. (2-tailed)		.001
		N	75	75
	Mean value for instore promotion	Pearson Correlation	.364**	1
		Sig. (2-tailed)	.001	
		N	75	75

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

Output overview of regression analysis of impulse buying behaviour and in-store promotion is provided in table 4. 15. The results display some dissimilarity among the two groups in respect to the correlation. Which is Norwegian group is exemplified the relatively weak correlation on the variables of impulse buying and in-store promotion. Meanwhile, Sri Lankan group is précised moderately strong positive relationship among these variables. Hence, even though, both groups have a positive relationship, only Sri Lankan group is showing strong relationship regarding these factors. In other words, in –store promotions does not significantly influence for the changes of impulse buying behaviour of Norwegian female consumers. On the other hand, these ongoing promotions in shopping stores are strongly influencing for the impulse buying behaviour of Sri Lankan female consumers.

4.6 Summery of the Findings

Table 4.16 Summery of the findings

H1a	Accepted
H1b	Accepted
H1c	Rejected
H1d	Accepted
H1e	Accepted
H1f	Accepted
H2	Accepted
H3	Accepted
H4	Accepted
H5	Rejected
H6	Accepted
H7	Accepted –only for Sri Lankan group

In the next section of the chapter is discussing the summery of the findings by answering the formulated research questions which is declared in chapter 01.

(a) How do reference group members can be influenced for fashion apparels impulse buying behaviour of young female consumers in Sri Lanka & Norway?

First of all findings of t-test analysis designated that, the overall idea given by the two groups for present of others for shopping trips is totally dissimilar to each other. Secondly, the study performed a correlation analysis in order to identify the relationship of these selected variables. The result of the analysis exemplified that, both groups are having a significant positive relationship based on present of others for shopping trip and impulse buying behaviour. At the same time, Sri Lankan group has recorded moderately strong relationship compared to Norwegian group and slightly higher correlation value as well. As the author explained in section 4.4.2, going a shopping trip with any friends or best friend is caused to increase the impulse buying behaviour of Norwegian female consumers. As similarly, impulse buying activity of Sri Lankan consumers can be significantly changed when they are going shopping with their family members. Accordingly, reference group members have significantly influence for impulse buying behaviour of both groups.

(b) How do shopping emotions   can be influenced   of fashion apparels impulse buying behaviour of young female consumers in Sri Lanka & Norway?

The t-test findings are shown that, idea has recorded by the two groups is pretty much similar in respect to the shopping emotion in both countries. Furthermore, compared to the Norwegian group, shopping emotion is little higher in Sri Lankan females. Moreover, correlation analysis indicated that, both Norwegian and Sri Lankan group positive relationship with the impulse buying behaviour and the shopping emotions. Further, the Norwegian female consumers are indicated slightly higher correlation and as well as moderately stronger relationship than the Sri Lankan group. Hence, according to this particular question, shopping emotion can be significantly influenced for the impulse buying behaviour for both groups. Moreover, when concerned about two groups individually, it makes strong influence on Norwegian group.

(c) How does the consumer's available time for shopping can be   influenced for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway?

Two groups from Norway and Sri Lanka are closely similar to each other in respect to the available time for shopping according to the findings of t-test which has discussed in detail in section 4.4.4. Furthermore, it's explained that, Norwegians have specified slightly higher mean value compared to the Sri Lankan group. Relevant to the research question, the available time for shopping does not significantly influence for the impulse buying behaviour of consumers in both groups. In other words, even though, its shows the positive relationship on these variables with respect to these two groups, it is not strongly significant.

(d) How does the consumer's available money for shopping can be   influenced for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway?

Related to the ideas have recorded for availability of money for shopping activity in these two groups is significantly different according to the findings of the t-test, which has explained in section 4.4.5. On the other hand, Sri Lankan group is in moderately higher mean value than the Sri Lankan group. When comes to the research question, this factor has positively influenced for impulse buying activities not only for Norwegian group, but also for the Sri Lankan group as well. Moreover, in both scenarios, the relationship of availability of money and impulse buying behaviour is very strong. When concerned about two groups separately, Sri Lankan consumers are having a notably higher relationship to the availability of money and impulse buying behaviour than the Norwegian group.

(e) How do in-store promotional effects   can be influenced   for fashion apparels impulse buying behaviour of young female consumers in Sri Lanka & Norway?

According to the t-test, Norwegians and Sri Lankans are greatly diverse from each other on behalf of the idea have recorded on in-store promotion. In addition to that, Norwegian female group explicated greatly higher mean value compared to Sri Lankan female consumers. According to the research question, in respect both groups, this factor is positively influencing for impulse buying behaviour. But, the association is significant for the Sri Lankan group only. In other words, in store –promotions makes weaker influence to impulse buying behaviour on Norwegian consumers.

(f) What is the most influencing factor for young female consumers fashion apparel impulse buying behaviour in Sri Lanka & Norway?

In order to answer the final question of this study, researcher tends to perform multiple regression analysis (stepwise). Purpose of the analysis is, to identify the most significant factors for impulse buying behaviour of these two groups.

Table 4.17: Regression Analysis

Coefficients[a]

nationality of respondents	Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B Lower Bound	Upper Bound	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
norwegian	1	(Constant)	1.403	.505		2.778	.007	.396	2.409					
		Mean value for money	.425	.124	.373	3.434	.001	.178	.672	.373	.373	.373	1.000	1.000
Sri Lankan	1	(Constant)	-.150	.813		-.184	.854	-1.770	1.471					
		Mean value for money	.852	.172	.504	4.956	.000	.509	1.195	.504	.504	.504	1.000	1.000

a. Dependent Variable: mean value for impulse buying

In table 4.17 shows that, availability of money is the most significant factor for impulse buying behaviour of both Norwegian and Sri Lankan female consumers. In other words, when the Norwegian consumers are having affordable amount of money for their shopping trip, they tend to buy some extra things impulsively or without having any plan. It's similar to Sri Lankan females as well. As well as, both samples are expressing positive relationships concerning these two variables. Meanwhile, when compared two groups, one extra unit change of available money for shopping in the Norwegian group tends to increase their impulse buying activities around 42%. As similarly it's caused to increase the impulse buying behaviour of consumers from 85% of the Sri Lankan group. Accordingly, increases of

affordable level of money for shopping is caused drastic increases of the impulse buying behaviour of the Sri Lankan group compared to Norwegians.

Finally, In terms of five variables are tested, there are no significant relationship in terms of impulse buying behaviour of fashion apparels as far as following variables are concerned, shopping emotion, availability of time and in-store promotion. On the other hand, there are significant relationship which exists in influence from reference groups, and availability of money for shopping trip.

4.7 Chapter Summary

This chapter was attempted to analysis the data that were collected through empirical study by using SPSS software by employing various tests. Thereby, T-test was used to compare two groups in respect to the factors that concerned here. Correspondently, correlation and regression analysis was applied to test relationship and its strength regards to the variables such as, reference group influence, shopping emotions, availability of time and money and in-store promotion.

The next chapter of the report will converse about some discussion of the findings which was acquired through this chapter.

Chapter 05: Discussion

5.1 Chapter Introduction.

This chapter is declaring descriptive elucidation of the findings align with pass researchers' ideas. Accordingly, chapter has discussed in detail all the variables and its different relationships which has identified by various research studies previously. Further, critical evaluation has presented based on the formulated hypothesis on the current study.

5.2 Discussion

The first section in Chapter 04 has descriptively presented the analysis of the data, collected through the empirical study. From tables 4.2 to 4.6 (from pp.67 to pp. 71)and appendix 03-05 have described , indicated results from both groups separately all the variables that are used for the study by items. Hence, the author is not going to explain that finding in this chapter again. There by discussion has gradually developed from the comparison of two groups concerning the factors which are influencing for the customer's impulse buying behaviour such as the presence of reference group: family or friends, shopping emotions, in-store promotion and availability of time and money for shopping activities. Furthermore, author has discussed the impact these selected factors for consumer's impulse buying behaviour and differences between the Norwegian and Sri Lankan group along with the formulated hypothesis. Finally, chapter has explained the most significant factors that are influential for consumer's apparel buying behaviour of two groups and its differences.

Accordingly, as the author explained in Chapter 02, section 2.4.2 in page no: 22, these two sets are culturally different from each other. As further author explained Norway concerns as an individualistic culture while Sri Lanka concerns as collectivistic culture according to the Hofstede studies. Sun, Horn, & Merritt, (2004) remark (cited from Hofstede, 1980) , individualistic culture always having groups with members of less loyal and less emotionally attached to the group, as well as having less consideration to the group emotion, needs, goals, norms, interest and integrity. Same authors reveal that, not like individual cultures, most of the time, members in a group always value their group process, decisions, and protection of group members when it's necessary in collectivistic cultures. Park & Choi (2013) note that, a cultural factor especially such as individualism and collectivism makes considerable impact

for consumer's behaviour. Additionally, authors state from past studies mainly Asian countries such as China & South Korea as collectivistic cultures and likewise the USA and Australia as individualistic cultures.

The findings of the study conducted by Sun, Horn, & Merritt, (2004) based on individual (Britain and USA) and collectivistic (Japan and Chinese) cultures, explain that, people who are in collectivistic cultures more concern about their appearance and others ideas about it than the people who are in individualistic cultures. The current study ratings given by the two groups for the statement of the 'I like to know what product make good impression on others' is indicated that, there is no significant difference between two groups as the previous suggested.

Further, it mentions, even though consumers like more to influence for the decisions of their in-group members, they do not prefer to introduce them as opinion leaders of the consumers from collectivistic cultures. Another factor, the present study is also focused in how far consumer is ready to buy the product recommended by others or most of the group members are buying. The finding of the study remarks that, people who are in collectivistic cultures have higher ratings than individualist cultures. On the other hand, findings suppose that, family orientation of consumers is very high from collectivistic cultures relative to individualistic cultures.

The two group were considered to current study is all most similar to each other by demographically. As further, majority of respondents in both groups were represented the age level 21-23 and 23-24. Only the female respondents were participated as sample. Moreover, larger number of respondents form Sri Lankan group is representing the $501-1000$ income category and majority of Norwegians are representing income category $1001-1500$. Even though, both groups are having slightly differences in budgeting levels, the affordability of the apparel items is same in two countries according to the price levels (refer the appendix 20 for detail explanation).

5.2.1 Compare groups: Impulse Buying Behaviour

As explained in chapter 04 section 4.4.1 (pp .77) , the sig. mean values of these two groups are (0.000) and which is indicated that, the impulse buying behaviour of these two groups showed significant difference and further Sri Lankan group is more impulsive than the

Norwegian group. Furthermore, it's concluding that, the hypothesis of '*There is a significant difference between impulse buying of Norwegian and Sri Lankan female consumers'* is accepted.

Besides that, when concern about the past research studies, finding of the t-test consent the suggestions made by Sun, Horn, & Merritt, (2004), which is illustrated that, Consumers who are attached to collectivistic cultures tend to like more to introduce themselves as impulsive or unplanned buyers than the individualistic cultures. Also, Lee and Kacen (2008) described that, (cited from Lee, 2000) people from individual culture or collectivistic culture, both are preferred to get evaluation from others for their purchase decisions. Further, they believe that, compared to the individualistic cultures, the people from collectivistic cultures are more satisfied with impulse buying.

Finally present study, t-test findings express that, these two groups of respondents from Norway and Sri Lanka is viewing significant differences in their impulse buying behaviour. Hence the author prefers to concur that findings give a similar impression which is suggested by past research studies.

5.2.2 Compare groups: Presence of Others

In the past research study, Lee and Kacen (2008) mentioned that, compare to the individualistic cultures, people are from collectivistic cultures are more satisfied with their impulse buying when other persons also present at the time they make purchase decisions. As noted above discussion, even though both cultural people are ready to take some evaluations from others, the level of accepting or effect of these suggestions is totally different among the individual and collectivistic cultures (Lee and Kacen, 2008). Further authors concluded that, others ideas strongly affect for the purchase decision for consumers in collectivistic cultures compared to individualistic cultures. The study relevant to the group susceptibility of these two cultures express that, people from collectivistic cultures can be made more influenced from identification process and people from individualistic cultures can be done significant influence through the internalization process (Zhou 2011).

The study findings are discussed in Chapter 04 section 4.5.2 (pp .19) , explained that, responses given by Norwegian females and Sri Lankan females relevant to the factor of presence of other persons for shopping activity is significantly different. Even though, both groups are having relatively similar indication for this factor, which is mostly positioned in between the '*slightly disagree'* or '*Neither Agree nor Disagree positions'* positions. Thereby,

the authors conclude that, Similar findings has given by the present study as well, which is designated that; variance among the group means is statistically significant. It's indicated that, the formulated hypothesis called, 'There *is a significant difference between the reference group influences for Norwegian and Sri Lankan female consumers*' could be accepted.

5.2.3 Compare Groups: Shopping Emotions

Finding of the analysis explained that, these selected Norwegian and Sri Lankan respondents are not representing the different emotions for the fashion apparel shopping activities. They only display small differences in mean values for all variables. By the time, indication of the responses slightly differs in between the '*slightly disagree to Agree*' among them.

Davis & et al. (2008) note that each individual has their own symbolic-subjective culture which has created through main cultural values. Furthermore, while people are taking decision in individualistic cultures directly focused on internal response to the context rather than the symbolic subjective culture. Further authors have described that; individualistic culture is less context sensitive compared to collectivist cultures. Therefor collectivistic cultures give significantly considerable attention for store signs, symbols when they make decisions. Jin and Kim (2003) indicate that, shopping motive function of the economic, social and cultural environment. However, same authors reveal that, acquisition of the product and value for money are the main factors which are influenced to shopping emotion of discount store shoppers. Coley & Burgess, (2003) state that culture is influenced to consumer's the way of interpreting the environment and emotions and the way of expressing it. Moreover, people from Asian countries most of the time control their negative emotion and only display the positive emotion for outsiders. Besides that, authors have concluded collectivistic cultural people have more ability to control their impulsive tendencies than the individual cultures.

Accordingly, most of the past studies declared that, cultural differences may be the one of the main reasons for the difference of the shopping emotion between two groups who attributed two different cultures. As explained above, study outcome of the present research do not line with the past research findings or its means values are not significant differences based on shopping emotion among the selected group from Norway and Sri Lanka. Further, its expressed that, compared high mean value of Norwegian group shows lesser shopping emotion than the Sri Lankan group. There by, the statement of '*There is a significant difference between shopping emotion of Norwegian and Sri Lankan female consumers*' is rejected.

5.2.4 Compare Groups: Availability of Time

The past study conducted in Vietnam, mentioned that, people of these counties normally believe that, they are relatively busy with their day- to- day life, and shopping activities are given some relaxation for this busy life (Mai, et al. 2003). The person's individual level profile replicated from their culture. Consumers take more time for searching the product when they more concern about the prices and the purchase decision that they are going to take (Ackerman and Tellis, 2001). Further authors explain that, generally consumers from collectivistic cultures tend to spend relatively large time to make a decision than the individualistic cultures. However, finding of the study, which has explained in section 4.5.4 in chapter 04, declared that, ideas posted by respondents are significantly different between the Norwegian and Sri Lankan group. However, both group ideas are reflecting similar expression in this indication like as '*Neither Agree nor Disagree'*. As the author described above, there can be found several studies which have discussed the consumer impression of available of time for shopping activities and its impact. There by, as the finding showed that, these dissimilarities concerning two groups may be the reason of cultural difference of them as the past studies suggested. Hence, the author like to conclude that, formulated hypothesis based on this factor that is *'There is a significant difference between availability of time for shopping activities of Norwegian and Sri Lankan female consumer'* is accepted.

5.2.5 Compare Groups: Availability of Money

Ackerman and Tellis (2001) found, by the study conducted related to Chinese and American origins in southern California on the attitude difference of pricing. The findings of the study pointed out that, non- Angolan consumers pay high prices regardless of the ethnicity of merchant than the Angolan consumers. Additional, authors mentioned that, Chinese has identified as price conscious consumer group for the private consumption goods. Moreover, author pointed out (cited from Schutte, 1998) as collectivism can be significantly influenced for the consumer's frugality in private consumption. Specially highlight that, Chinese consumers are more status conscious and not frugal when they buy public consumption goods and especially gifts. This author further explained that because of the high price consciousness of this Chinese consumers, most of the shops given sample, allowed to bargain for consumers in Hong Kong, Taiwan and Singapore. Allosteric (people are having self-concept for social relation and interdependency) are more successful in money management and making a critical purchase decision than the andocentric (emphesis on personal freedom,

independence) (Dutta-Bergman, and Wells ,2002). Several past studies are highlighted here; remark that, there can be identical differences between the cultures regardless of this factor.

Accordingly, our finding shows that, these two groups of respondents are indicated some different ideas about the available of time for shopping activities based on the formulated statements. As explained in the previous chapter in section 4.5.4, Sri Lankan consumer group posted high mean value than the Norwegian group. Moreover, Norwegian group is posting emotions closer to negative indicators of the scale, majority of Sri Lankans reflect positive emotion regarding this item. Meanwhile both groups' ideas have positioned in between *slightly disagree to slightly agree* category. Finally, the author thinks that, formulated hypothesis is accepted which is called *'There is a significant difference between the availability of money for shopping of Norwegian and Sri Lankan female consumers'*.

5.2.6 Compare Groups: In-Store Promotion

Ackerman and Tellis(2001) note that, southern Chinese and mercantile overseas Chinese community is sensitive about store promotion and the bargaining for price changes. The situation compares to other regions, its 10% higher than in Latin American countries and 3% higher than in South African countries. Furthermore, same report indicated that, countries which are having a larger number of stores that allowed for price bargaining for food & drugs are Hong Kong, Taiwan and Singapore. All these characters that are concerned mainly related for Asian countries. Hence, it specifies that, people in these cultures are highly concerned about the promotion activities while they are going shopping. By the time, current study findings also totally agree with the suggestions of past research studies regarding this factor. As explained in detail in section 4.4.6 in Chapter 04, the mean value relevant two groups showed significant differences. There by, the author of the study accepts the assumption,

There is a significant difference for Norwegian and Sri Lankan female consumers on the influence of in-store promotion.

5.3 Analysis the Relationship of Variables

5.3.1 Correlation of Reference group and Impulse Buying Behaviour.
As section 4.5.1 explained in chapter 04 (pp. 85), both factors are having significant relationship with others. Furthermore, compare to the Sri Lankan group, Norwegian group

has recorded slightly less correlation with these two variables. As the author pointed out in the above, as a result of different cultural background, people from Asian cultures more like to present of others for their shopping trip and as well as they are ready to accept their suggestions when they make purchase decisions. At the same time, even though people are from individual cultures they are also ready to get some idea from others, their level of acceptance of these recommendations is notably different from the people are from collectivistic cultures (Lee and Kacen ,2008),(Zhou 2011). Although these both variables are indicated significant relationship with linking to each other, the strength of this relationship is not so strong. As the author explained in chapter 04, reference group have more ability to make some influence to purchase decision of Sri Lankan females than the Norwegian consumers.

Further insight, statement called '*Often when I am shopping, I go with my any family member',* most of the Norwegian respondents have mentioned as slightly disagree while majority of Sri Lankans recorded as *slightly agree*. Correspondently, larger majority of Norwegian consumers have indicated positive ideas for the statement of '*Often when I am shopping, I go with my family member or any of my friends'* compared to other group. Accordingly, it gives some insight about; these selected Norwegians more prefer to go to shopping with their friends than the family members compared to Sri Lankans. Hence,

Reference group makes significant positive influence of the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway.

5.3.2 Correlation of Shopping Emotion and Impulse Buying Behaviour.

When concerned about shopping emotion Davis & et al. (2008) explain that, the evaluation of the external environment, internal mental condition and its influence for consumers decisions can be mainly shapes form the individual's main culture, which they are attached. Moreover, as explained above considerably people are from collectivistic cultures, most of the time tend to keep hidden their negative feelings and display only positive emotions (Coley & Burgess, 2003).As the author elucidated in chapter 02 section 2.4.1.3 (pp 36), Lee & Kacen (2008) explain that (cited from Gardner, 1993), impulse buying situation can occur in both types of mood in good and bad. But further authors explain, when consumer has a positive emotion they have more tendency to be impulsive than in a negative mood. However, when the shopper is in negative mood, tempt to attempt for impulse purchases in order to alleviate this mood. Besides that, same authors reveal that, impulse buyers are more

emotional than non-impulse buyers as well as most of the time positive emotions are making urge to buy impulsively. Collectivist cultures, repress their personal attribute with certain settings, due to more feeling about its group preferences or group harmony. So that, people from these cultures always try to shift their behaviour as right way, according to the context and as well as keep aside their personal attitudes and belief, and behave in socially acceptable manner in their society.

Thereby, people from collectivist cultures buying impulsively, if it's acceptable in their societies (Lee & Kacen,2008). Triandis, Harry (1995) express that, similarly individualistic cultures, people tend to be more focus on positive consequences of their feeling, action and plan rather than negative consequences. So that, people often ignore the potentially negative feelings of impulse buying as well. Lee & Kacen, (2008) cited from (Kim,Triandis,Kagiycibasi,Choi, and Yoon, 1994) comment that, these differences mainly based on the tenants of both cultures. As they explained, western individualist cultures are mainly found on liberalism which is given more opportunity to be rational and individual right to take decisions. Conversely, East Asian collectivist cultures are mainly focused on social harmony or common goal rather than personal aims due to its background of Confucianism. There by, the findings of the present study are declared that, there is a significant relationship between shopping emotion and impulse buying behaviour of both groups. Moreover, it shows Norwegian are having a strong relationship among these factors than the Sri Lankan consumers. Hence, it represents somewhat similar idea which has discovered from past research findings. Thus, the author concludes,
There is a significant positive relationship between shopping emotions and fashion apparels impulse buying behaviour of young female consumers both in Sri Lanka and Norway.

5.3.3 Correlation of Availability of Time and Iimpulse Buying Behaviour.
As the author explained past researchers overview regarding the availability of time for shopping activity and its impact for impulse buying in chapter 02, section 2.4.3.1 . Beatty and Ferrell (1998) acknowledge that, people tend to involve for more store browsing when they have more time. If the shopper has more time to walk throughout the shop and looks around and it will be helping to make some expose to buy some items what they do not plan. Thereby, the authors have pointed out further, available time, in store browsing and impulse buying tendency have positive relationship among each other. Hoch & Loewenstein (1991) state that, shifting of reference point of consumer's towards to not-yet-purchased items its caused induce the time inconsistence preferences. Very few past research studies could be

found relevant to the availability of time and its impact for impulse buying behaviour of consumers. The findings of correlation analysis on above mentioned factors have discussed in detail in chapter 04 section 4.5.3. Moreover, this discovered result is contradictory with the suggestion made by past researchers. The pure speculation was '*availability of time makes a significant positive impact for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway'.* However, the results determined that, there is not any significant relationship between these two factors for both selected respondent groups. Accordingly, the author notes that,

Availability of time does not make significant of impact for fashion apparel impulse buying behaviour of young female consumers in Norway and Sri Lanka.

5.3.4 Correlation of Availability of Money and Impulse Buying Behaviour.

Correlation analysis stand on these two variables explained that, it's having a strong positive relationship in connection to each other for both samples. As the author pointed out in section 2.4.3.2, Beatty and Ferrell (1998) mention that, consumer perception about the money what they have in their hand to spend, make considerable impact of buying behaviour. Further authors explain that, perception of greater availability of money tends to increase feeling in shopping trip and it makes the strong urge to buy impulsively. As a result of feeling of availability of greater financial resources, decrease the negative feeling of which can be created from the frustration with unable to access the affordable items encountered in the shop. The present study findings also show somewhat similar idea suggested by the past researchers. Moreover, as the author explained in section 5.2.5, Chinese consumers are more price sensitive than the American consumers, when they buy private goods as well as they are willing to pay high prices based on ethnicity of manufacture than other consumer groups (Ackerman and Tellis ,2001). Correspondently, influence for impulse buying behaviour from the availability of money in respect to the Sri Lankan group is, remarkably higher than the Norwegian female consumers in the present study. Thus, its further endorsed same idea suggested by the past research studies pointed out above. Additionally, this positive relationship stated that, when an increase of the availability of money, be caused to improve the tendency of impulsive buying. Finally, the author remarks that,

Availability of money makes a significant positive impact for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka and Norway.

5.3.5 Correlation of In-Store Promotion and Impulse Buying Behaviour.

The present research findings regarding to the relationship of impulse buying behaviour and the in store promotion is strongly emphasized the outcomes presented by the Ackerman and Tellis (2001). As the author pointed out above, the study mainly focused on Taiwan, Chinese consumers are indicated that, these consumers are more considered about the price reduction and sales when they doing shopping. Accordingly, as the author discussed above in section most of these studies has emphasized about the behaviour of the people in collectivistic cultures. At the same time, the present study also clearly explains the same kind of nature regarding to these two groups based on the impulse buying behaviour and in-store promotion. The particular correlation values for the Sri Lankan group regarding these two variables is 0.364 is extensively higher than the correlation value (0. 072) of Norwegian group. Moreover, this particular relationship is significant only for the Sri Lankan group. Accordingly, this finding also emphasized that, Asian is more précised on in store promotions when they going shopping and it can be significantly influenced towards their impulse buying behaviour. There by, the author of the study states,

In-store promotions make significant positive influence for the fashion apparels impulse buying behaviour of young female consumers in Sri Lanka.

5.4 Chapter Summary

The chapter was mainly focused of the discussion of the findings acquired through the analysis of data. Results were critically discussed with the suggestions of previous research studies. As well as, chapter has given especial attention of the cultural difference and its impact for the consumer behavior changes.

Next chapter will be the last chapter of this paper, which is especially concerning about the overall findings of this study. Conclusion will be developed based on the presumptions which are formulated beginning of the study.

Chapter 06: Conclusion

6.1 Chapter Introduction

This section will serve the important function of tying together the whole thesis. Chapter discusses in summary of overall objectives, research questions as well as the findings get through these questions, which have discussed in detail in previous chapters.

6.2 Conclusion

As the study title 'Influence of culture on consumer behavior in fashion industry' explains that the study had carried out based on main objective accompanied with several sub objectives. There by the study employed quantitative methodologies to achieve these objectives. The aim of the study was to analyze the differences of fashion apparels buying behavior and their impulsiveness when the buying fashion appeals of young female consumers in Sri Lanka and Norway.

Thereby, the study was done to determine the buying behavior difference between Norwegian and Sri Lankan females when they buy fashion apparels. Here the objective was considered whether there are any differences between these two groups on buying behavior as well as impulsiveness when they buy fashion apparels. As mentioned above main objective is accomplished through several sub objectives which are developed by focusing on some influencing factors which have identified from past research studies, for impulse buying behavior of consumers'. Accordingly, mainly five factors were identified as influences for consumer's impulse buying behavior as, presence of others, shopping emotions, availability of time and money and the in-store promotions. There by, study carried out on several independent variables which explained above as influences and the impulse buying behavior was a dependent variable. Moreover, the study was conducted as a survey among 150[37] respondents comprising with a similar number of people from each nationality, using a questionnaire. Both samples are scientifically homogeneous, based on age categories, gender and the total monthly budgeted amount as explained in chapter 05. The Likert scale type questions were used based on literatures pertaining to impulse buying behavior and other

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[37] Refer Table 3.6: sample composition in pp. 102

factors[38]. The second part of the questionnaire which examined these items under 31 statements regarded to these main factors such as reference group influence, shopping emotions, availability of time and money and finally in-store promotion. Under these five main categories, 7 main hypotheses were developed and tested[39].Here, H1 included around six sub hypotheses which were discussed the differences of two groups in order to address the formulated research questions. Collected data were analyzed by using SPSS software, by employing t-test and correlation and regression analysis.

6.2.1 Conclusion Based on Study

First of all, study concluded that there are small differences between groups of respondents from Norway and Sri Lanka regarding the impulse buying behavior of fashion apparels. The impulse buying behavior was measured through basic five statements.[40]

Using the information collected from survey concludes that there is a prominent difference between these two groups according to the presence of others for the shopping trip. Moreover, it's determined that two variables: consumer impulse buying behavior and presence of others for shopping trip are indicated significant positive relationship. As well as presence of others for shopping trip were measured through presence of peers or family member, group susceptibility and the group cohesiveness.

Further, the study accomplished that both groups have closely similar ideas relevant to the shopping emotion while they are buying fashion apparels. This factor was stated through main two main items called positive shopping emotion and the mood management[41]. Here relationship concerning shopping emotion and the impulse buying behavior is positive and it's moderately strong.

The next tested variable was to find out, whether there is any significant relationship between available of time for shopping and impulse buying behavior of consumers. Hence, at first, comparison of two groups indicated fewer differences towards available of time. Moreover, this item was tested based on three main statements which have been discussed in section 3.8.2.3 in chapter 03. Finding of the regression analysis was concluded that there is no significant relationship between these two variables.

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[38] Refer appendix 02: English translation of questionnaire.
[39] Refer the section 3.8.8 in chapter 03
[40] Refer the section 3.8.2.3 for detail operationalization
[41] Refer the section 03 in 3.8.2.3 for detail operationalization

The availability of money for shopping trip was tested from five major statements such as increase the feeling of shopping, decrease the negative feelings, make any unplanned purchase, be in tight budget and can spend some extra things. The study findings decided that prominently both groups were significantly different according to this factor. As further, for both Norwegians and Sri Lankans, the availability of money has significantly influenced for impulse buying behavior of fashion apparels.

The last variable was aimed to identify the influence of in-store promotion for impulse buying behavior of these selected two nationalities. First, study concluded that there is a notable difference on ideas recorded from two groups based on this variable. Furthermore, both variables: impulse buying behavior and in-store promotion has moderately significant relationship between two variables.

In terms of five variables are tested, there are no significant relationships in terms of impulse buying behavior of fashion apparels as far as following variables are concerned, availability of time and in-store promotion. On the other hand, significant relationships exist in influence from reference groups, shopping emotion and availability of money for shopping trips.

Therefore, the study finally concludes that as far as concerned about the impulse buying behavior of both Norwegian and Sri Lankan female consumers, availability of affordable amount of money for shopping is the most influencing factor for their impulsiveness. As well as reference group is another projecting factor for this behavior. There by, culture has significantly influenced for the particular variables as the author explained in detail in chapter 05. Most of the time, Norwegians are going shopping with their friends while Sri Lankans are going shopping with their family members.

6.2.2 Overall Conclusion

As a whole the study concluded that, these two groups that were selected for the study is, systematically similar in age, gender and income level. Even though, these two nationalities are representing totally different cultures as the author explained in previous chapters. Norwegians are attached to individualistic culture while Sri Lankans are engaged with collectivist cultures. The findings were noticed the similar kind of relationships with some variables tends to the impulse buying behavior as suggested by the past research studies especially concerning the cultural differences. Specially, Sri Lankans are more impulsive than Norwegians as the author highlighted from individualistic and collectivistic cultures. As similar previous authors suggested, Sri Lankans who are representing collectivist culture,

more tend to concern or agree with others ideas when they make purchase decisions than Norwegians that are attached to individualist culture.

6.3 Contribution of the Study

Current research contributes some useful insight to the existing literature on fashion apparels impulse buying behavior of   female consumers. As context, that could be found significant number of research studies, which are mostly focused on the American or European context. Hence, present study contributes to get some understanding about the differences of consumer behavior of these two nationalities as well as two cultures.

6.4 Implication and Future Research

6.4.1 Implication for Future Research

The findings of the study will focus on special consumer behavior patterns of impulsiveness relevant to cultural viewpoints. But the main study was focused only to identify the difference between these two nationalities of Norwegians and Sri Lankans who represent individualistic and collectivistic cultures respectively. Even though, buying impulsively is more universal in nature, it can be changed according to the local market condition, system of exchange, and the cultural diversity. Hence, as the author highlighted several interesting areas are in respected to this research phenomenon. Due to the limitation of time and the requirement of the study, current study was focused on culture in very general.

As the author highlighted in the report, the way of these two groups concern of fashion and their outlooks are dramatically diverse due to differences in terms of power distance in two cultures. Accordingly it would be an interesting field for future research study. Moreover, numerous aspects of culture will be interacting with the impulsiveness of consumers such as hedonism, risk avoidance, and perceived consequences. Similarly, personal factors, social factors, physical environment, and technological factors as well. Since, future researchers are needed to discover these consequences in respect to the impulse buying behavior across the different cultures.

Further, future research studies can pay attention to cultural influence likewise, collectivistic and individualistic tendencies and independent and interdependence with respect to the

shopping emotions. One of the other interesting areas to investigate connection to impulse buying behavior is, interaction of appropriateness of engage with impulse buying activities in different cultures and its acceptances in common society.

6.4.2 Managerial Implication

The findings of the study indicated that, Sri Lankan females who are engaged with collectivist culture are more impulse that Norwegian female consumers who represent the individualist culture. These findings exploit a number of implications for retailing sector. Thereby, retailer should concern about consumer profile, nature of their behavior or their characteristics, when design their whole retail environment and promotion activities.

In collectivist cultures, store atmosphere should be tailored according to these shoppers impulsive nature. All aspects, such as arrangement of assortments, interior and exterior of the showroom should be designed with concern the decision making pattern of consumers. Hence, all these items should attract customers to buy something suddenly.

Furthermore, current study finding designated that both nationalities are using shopping activities as a method of reducing the stress in daily life. Since, retail background should be arranged as a way of helping for these kinds of shoppers to accomplish some enjoyment. There by, all the factors such as colours, music, and lightning are important to arrange in a proper manner. It positions shopping experience as an adventure and as well as to eradicate the stress. Moreover, it helps to improve the social relationship of these people.

Another application of these findings is with regard to time availability for shopping activities. As the author declared in the previous chapter, people from collectivist cultures, specially believe that their daily life is so busy with their family responsibilities and other activities. Hence, retailers can be organized the store environment and assortments as the way of easy to find general items for the majority of customers. It helps to save time from their shopping trip to customers and use it to adventure new items. On the other hand, it creates some opportunity to be impulsive to these busy customers.

Finally, availability of money is the most influencing factor for both Norwegians and Sri Lankan females on their impulse buying behavior according to the current study findings. Not only that, especially Asian consumers who represent the collectivist cultures are more concern about prices and some sales promotion when they are making purchase decisions. Because of that, retailers could introduce a kind of promotions, special payment methods;

always run some promotion programs in order to target these customers. These ideas will be more helpful to properly design the promotional campaigns.

6.5 Limitation of the Study.

The study presented above is limited by several factors. One of the main factors is, even though study discussed the cultural differences, there could be found very few cultural rankings in the Sri Lankan context. Moreover, study was limited to150 respondents from both Countries due to the time limitation and cost constraints. Consequently, study was limited for one selected university in Sri Lanka as well as in Norway. The location of the university may create different market environment and make changes in accessibility to market. But the study does not focus on these differences. Thereby, researcher would like to inform that the data would be richer, if the study would be able to cover the several universities in both countries with greater number of respondents from several faculties. Because according to the study discipline, especially younger lifestyle, their interaction with others as well as the society they represent can be different. Thus, current study didn't focus on it. Finally, due to the non-probability sampling method, it's difficult to generalize the findings. For generalization it will require larger cross-cultural data collection.

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Appendixes

Appendix 01; Expenses for cloths
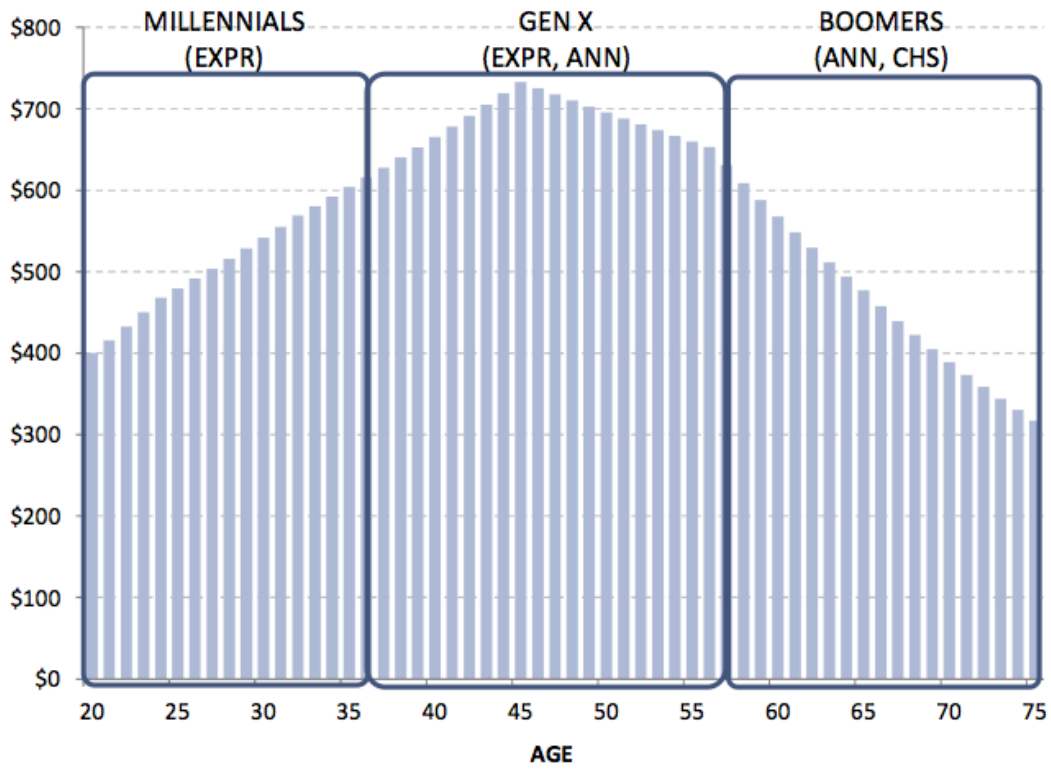
Source: BLS, Goldman Sachs Global Investment Research

Appendix 02; English translation of the questionnaire

Research for Master's Thesis in Business Administration,

Spring 2014

University Of Agder, Norway

I am conducting a research for Master's Thesis for the requirement of Master of International Management in University of Agder, regarding the 'Influence of culture on consumer behavior in fashion industry.' As I belong to Sri Lanka and am currently residing in Norway, I have decided to study the Norwegian Nationals and Sri Lankan Nationals. Furthermore, the target audience for the survey is Females between ages 18 to 26. The purpose of the research is to discover the buying behavior difference of these selected two cultures. If you take part in this project, you may help the producers and retailers to better understand consumers and develop products that meet their needs. Please go through the questionnaire well and indicate your personal preference & opinion regarding the buying behavior for fashion apparel. Some demographic information is also collected, however the study is concerned with aggregate data and not with individual responses, hence the responses will remain confidential. I appreciate your cooperation. There are about 33 questions in the survey and it should take approximately 10 - 15 minutes to complete. All questions are important so feel free to answer all of them.

Thank you

Sincerely

Chamari Dinesha

Questionnaire for Consumer buying behavior

Following Questionnaire will be used to collect data as part of my master's thesis which is titled 'Influence of culture on consumer behavior in the fashion industry.' Data collected here will only be analyzed in general. All responses will be kept highly confidential and used for academic purpose only.

Section I: General Information. Please tick in front of the correct answer or and in other cases Write Short answers.

1. Nationality	Norwegian	
	Sri Lankan	

2. Single or not	Yes	
	No	

3. Age	18-20	
	21-23	
	24-26	
	27-29	
	Above 30	

5. How many hours you work	Only work when I am not in campus	
	Join in vacation	
	Part time	
	Part time in campus	
	Seasonally	

6. my total monthly budget	$0-$500	
	$501-1000$	
	$1001-1500$	
	$1501-2000$	
	$2001-or more	

7. my monthly budget for clothing	$0-$50	
	$51-100$	
	$101-150$	
	$151-200$	
	$201-300$	
	$301-or more	

for following statements. For Each Statement

You have 7 choices ranging from Strongly Disagree to Strongly Agree. Following are the

Values assigned for each choice.

Strongly Agree	7	Slightly Disagree	3
Agree	6	Disagree	2
Slightly Agree	5	Strongly Disagree	1
Neither Agree nor Disagree	4		

1. I cannot resist buying clothing if I really like it	(IB)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
2. I buy anything I suddenly feel compelled to buy	(IB)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
3. I often buy clothes while I am out doing other things	(IB)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
4. I buy clothing I like without a lot of thinking	(IB)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
5. I buy things setting by the register at the last minute	(IB)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
6.Often when I am shopping , I go with my any family member	(RG)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
7.Often when I am shopping , I go with my friends	(RG)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
8.Often when I am shopping , I go with my best friend	(RG)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
9.Often when I am shopping , I go with my family member or any of my friend	(RG)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
10. I am very close to my family ,so I always going shopping with my family members	(RG-C)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
11. Me & my friends are very close so, I like to go shopping with my friends.	(RG-C)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
12. It is important that others like the product that I buy	(RG-S)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
13. If others can see me using the product , I buy the one they expect me to buy	(RG-S)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
14. I rarely purchase the latest styles until I know others approve of them.	(RG-S)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
15. I generally choose brands those are I think others (friends/family members) will approve of.	(RG-S)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree
16. I like to know, if I buy this product make favorable impression on others	(RG-S)	Strongly Disagree ☐☐☐☐☐☐☐ strongly Agree

(friends/family Members).		
17. I feel sense of thrill, when I am buying something new.	(PE)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
18. I feel excited when making a purchase decision for something new.	(PE)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
19.Sometimes, I buy something in order to make myself feel better	(MM)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
20.Buying is a way of reducing stress in my daily life	(MM)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
21.Sometimes, I regret buying new things	(MM)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
22.I experience mixed feelings of pleasure and guilt of buying something on impulse	(MM)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
23. Usually, I have limited time available for shopping trips.	(T)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
24. I am not usually rushed for time while shopping.	(T)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
25. The amount of time pressure I feel when shopping could be high.	(T)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
26. Often when I am shopping , I can afford to make any unplanned purchase	(M)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
27. Often when I am shopping, I am on a tight budget for shopping,	(M)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
28. Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I find something I really like,	(M)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
29. When I feel, I have little extra money; it increases my feeling of shopping.	(M)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
30. When I feel, I have little extra money; it decreases the negative feeling I have, when I looking at of products I can't afford.	(M)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
31.For the most part, I go shopping when there are sales,	(SP)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree
32. I enjoy looking for a discount when I am shopping.	(SP)	Strongly Disagree ☐☐☐☐☐☐ strongly Agree

………..Thank You!.............

Appendix 03; Descriptive statistics: Material states.

Material states of the respondents * nationality of respondents Crosstabulation

			nationality of respondents		
			norwegian	Sri Lankan	Total
Material states of the respondents	single-yes	Count	35	64	99
		Expected Count	49.5	49.5	99.0
	single -no	Count	40	11	51
		Expected Count	25.5	25.5	51.0
Total		Count	75	75	150
		Expected Count	75.0	75.0	150.0

Appendix 04; Descriptive statistics: Age

Age of the respondents * nationality of respondents Crosstabulation

			nationality of respondents		
			norwegian	Sri Lankan	Total
Age of the respondents	18-20	Count	2	15	17
		Expected Count	8.5	8.5	17.0
	21-23	Count	33	32	65
		Expected Count	32.5	32.5	65.0
	24-26	Count	27	23	50
		Expected Count	25.0	25.0	50.0
	27-29	Count	10	5	15
		Expected Count	7.5	7.5	15.0
	above 30	Count	3	0	3
		Expected Count	1.5	1.5	3.0
Total		Count	75	75	150
		Expected Count	75.0	75.0	150.0

Appendix 05; Descriptive statistics Monthly total budget

Total montly budget of the respondents * nationality of respondents Crosstabulation

			nationality of respondents		Total
			norwegian	Sri Lankan	
Total montly budget of the respondents	$ 0-$500	Count	7	25	32
		Expected Count	16.0	16.0	32.0
	$501-$1000	Count	18	32	50
		Expected Count	25.0	25.0	50.0
	$1001-$1500	Count	32	10	42
		Expected Count	21.0	21.0	42.0
	$1501-$2000	Count	11	8	19
		Expected Count	9.5	9.5	19.0
	$2001-or more	Count	7	0	7
		Expected Count	3.5	3.5	7.0
Total		Count	75	75	150
		Expected Count	75.0	75.0	150.0

Appendix 06; Descriptive statistics

Group Statistics

	nationality of respondents	N	Mean	Std. Deviation	Std. Error Mean
total mean value for RG	norwegian	75	3.5685	.84651	.09775
	Sri Lankan	75	4.3055	.65566	.07571
Total mean for shopping emotion	norwegian	75	4.5178	1.09070	.12594
	Sri Lankan	75	4.7911	.76577	.08842
Mean value for time	norwegian	75	4.0844	1.04994	.12124
	Sri Lankan	75	3.7822	.65415	.07553
Mean value for money	norwegian	75	3.9627	.96797	.11177
	Sri Lankan	74	4.6676	.76232	.08862
Mean value for instore promotion	norwegian	75	5.2667	1.20622	.13928
	Sri Lankan	75	4.3267	1.18975	.13738

Appendix 08; Impulse buying behaviour

Appendix 8a

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
I cannot resist buying clothing if I really like it (IB)	150	4.0400	1.92783	1.00	7.00
I buy anything I suddenly feel compelled to buy (IB)	150	3.2067	1.59822	1.00	7.00
I often buy clothes while I am out doing other things (IB)	150	3.4733	1.61244	1.00	7.00
I buy clothing I like without a lot of thinking (IB)	150	3.3667	1.57760	1.00	7.00
I buy things setting by the register at the last minute (IB)	150	3.1933	1.44099	1.00	7.00
impulsebuy in	150	17.2800	6.23383	5.00	35.00
nationality of respondents	150	1.5000	.50168	1.00	2.00

Appendix 8b

nationality of respondents * I cannot resist buying clothing if I really like it (IB) Crosstabulation

			I cannot resist buying clothing if I really like it (IB)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	11	15	13	3	15	11	7	75
		Expected Count	10.0	11.5	11.5	1.5	17.5	19.0	4.0	75.0
	Sri Lankan	Count	9	8	10	0	20	27	1	75
		Expected Count	10.0	11.5	11.5	1.5	17.5	19.0	4.0	75.0
Total		Count	20	23	23	3	35	38	8	150
		Expected Count	20.0	23.0	23.0	3.0	35.0	38.0	8.0	150.0

Appendix 8c

nationality of respondents * I buy anything I suddenly feel compelled to buy(IB) Crosstabulation

			I buy anything I suddenly feel compelled to buy (IB)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	17	19	26	4	5	2	2	75
		Expected Count	13.0	12.5	23.0	7.5	12.0	5.5	1.5	75.0
	Sri Lankan	Count	9	6	20	11	19	9	1	75
		Expected Count	13.0	12.5	23.0	7.5	12.0	5.5	1.5	75.0
Total		Count	26	25	46	15	24	11	3	150
		Expected Count	26.0	25.0	46.0	15.0	24.0	11.0	3.0	150.0

Appendix 8d

nationality of respondents * I often buy clothes while I am out doing other things(IB) Crosstabulation

			I often buy clothes while I am out doing other things(IB)							
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	9	20	21	7	13	4	1	75
		Expected Count	9.0	12.5	23.0	6.0	15.0	8.0	1.5	75.0
	Sri Lankan	Count	9	5	25	5	17	12	2	75
		Expected Count	9.0	12.5	23.0	6.0	15.0	8.0	1.5	75.0
Total		Count	18	25	46	12	30	16	3	150
		Expected Count	18.0	25.0	46.0	12.0	30.0	16.0	3.0	150.0

Appendix 8e

nationality of respondents * I buy clothing I like without a lot of thinking (IB) Crosstabulation

			I buy clothing I like without a lot of thinking (IB)							
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	11	22	22	1	14	3	2	75
		Expected Count	9.5	16.0	19.5	3.5	21.5	4.0	1.0	75.0
	Sri Lankan	Count	8	10	17	6	29	5	0	75
		Expected Count	9.5	16.0	19.5	3.5	21.5	4.0	1.0	75.0
Total		Count	19	32	39	7	43	8	2	150
		Expected Count	19.0	32.0	39.0	7.0	43.0	8.0	2.0	150.0

Appendix 8f

nationality of respondents * I buy things setting by the register at the last minute (IB) Crosstabulation

			I buy things setting by the register at the last minute (IB)							
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	13	20	24	6	9	2	1	75
		Expected Count	11.0	12.0	24.5	11.0	13.0	2.5	1.0	75.0
	Sri Lankan	Count	9	4	25	16	17	3	1	75
		Expected Count	11.0	12.0	24.5	11.0	13.0	2.5	1.0	75.0
Total		Count	22	24	49	22	26	5	2	150
		Expected Count	22.0	24.0	49.0	22.0	26.0	5.0	2.0	150.0

Appendix 09; presence of others

Appendix 9a

nationality of respondents * Often when I am shopping , I go with my any family member (RG) Crosstabulation

			Often when I am shopping , I go with my any family member (RG)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	13	15	22	6	8	8	3	75
		Expected Count	7.0	9.0	19.5	10.0	14.0	11.0	4.5	75.0
	Sri Lankan	Count	1	3	17	14	20	14	6	75
		Expected Count	7.0	9.0	19.5	10.0	14.0	11.0	4.5	75.0
Total		Count	14	18	39	20	28	22	9	150
		Expected Count	14.0	18.0	39.0	20.0	28.0	22.0	9.0	150.0

Appendix 9b

nationality of respondents * Often when I am shopping , I go with any of my friends (RG) Crosstabulation

			Often when I am shopping , I go with any of my friends (RG)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	2	1	9	5	22	18	18	75
		Expected Count	1.5	5.5	13.0	10.0	22.0	14.0	9.0	75.0
	Sri Lankan	Count	1	10	17	15	22	10	0	75
		Expected Count	1.5	5.5	13.0	10.0	22.0	14.0	9.0	75.0
Total		Count	3	11	26	20	44	28	18	150
		Expected Count	3.0	11.0	26.0	20.0	44.0	28.0	18.0	150.0

Appendix 9c

nationality of respondents * Often when I am shopping , I go with my best friend (RG) Crosstabulation

			Often when I am shopping , I go with my best friend (RG)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	2	3	10	8	29	13	10	75
		Expected Count	3.0	7.0	14.0	14.0	18.5	13.0	5.5	75.0
	Sri Lankan	Count	4	11	18	20	8	13	1	75
		Expected Count	3.0	7.0	14.0	14.0	18.5	13.0	5.5	75.0
Total		Count	6	14	28	28	37	26	11	150
		Expected Count	6.0	14.0	28.0	28.0	37.0	26.0	11.0	150.0

Appendix 9d

nationality of respondents * Often when I am shopping , I go with my family member or any of my friend (RG) Crosstabulation

| | | | Often when I am shopping , I go with my family member or any of my friend (RG) | | | | | | | |
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	2	5	7	3	23	18	17	75
		Expected Count	1.5	2.5	7.5	7.5	27.0	13.5	15.5	75.0
	Sri Lankan	Count	1	0	8	12	31	9	14	75
		Expected Count	1.5	2.5	7.5	7.5	27.0	13.5	15.5	75.0
Total		Count	3	5	15	15	54	27	31	150
		Expected Count	3.0	5.0	15.0	15.0	54.0	27.0	31.0	150.0

Appendix 9e

nationality of respondents * Me & my family is very 'close-knit', I always going shopping with my family member (RGC) Crosstabulation

| | | | Me & my family is very 'close-knit', I always going shopping with my family member (RGC) | | | | | | | |
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	10	17	27	5	13	3	0	75
		Expected Count	5.0	11.0	25.0	5.5	12.0	10.5	6.0	75.0
	Sri Lankan	Count	0	5	23	6	11	18	12	75
		Expected Count	5.0	11.0	25.0	5.5	12.0	10.5	6.0	75.0
Total		Count	10	22	50	11	24	21	12	150
		Expected Count	10.0	22.0	50.0	11.0	24.0	21.0	12.0	150.0

Appendix 9f

nationality of respondents * Me & my family is not very 'close-knit', I like to go shopping with my friends. (RGC) Crosstabulation

| | | | Me & my family is not very 'close-knit', I like to go shopping with my friends. (RGC) | | | | | | | |
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	9	11	17	9	26	1	1	74
		Expected Count	6.0	14.9	14.4	15.4	21.4	1.5	.5	74.0
	Sri Lankan	Count	3	19	12	22	17	2	0	75
		Expected Count	6.0	15.1	14.6	15.6	21.6	1.5	.5	75.0
Total		Count	12	30	29	31	43	3	1	149
		Expected Count	12.0	30.0	29.0	31.0	43.0	3.0	1.0	149.0

Appendix 9g

nationality of respondents * It is important that others like the product that I buy (RGS) Crosstabulation

| | | | It is important that others like the product that I buy (RGS) | | | | | | | |
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Total
nationality of respondents	norwegian	Count	16	22	15	4	6	11	1	75
		Expected Count	8.0	18.0	10.0	13.5	11.5	11.0	3.0	75.0
	Sri Lankan	Count	0	14	5	23	17	11	5	75
		Expected Count	8.0	18.0	10.0	13.5	11.5	11.0	3.0	75.0
Total		Count	16	36	20	27	23	22	6	150
		Expected Count	16.0	36.0	20.0	27.0	23.0	22.0	6.0	150.0

Appendix 9h

nationality of respondents * If others can see me using the product , I buy the one they expect me to buy (RGS) Crosstabulation

| | | | If others can see me using the product , I buy the one they expect me to buy (RGS) | | | | | | |
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Total
nationality of respondents	norwegian	Count	10	27	25	2	4	7	75
		Expected Count	7.0	21.5	20.0	7.0	11.5	8.0	75.0
	Sri Lankan	Count	4	16	15	12	19	9	75
		Expected Count	7.0	21.5	20.0	7.0	11.5	8.0	75.0
Total		Count	14	43	40	14	23	16	150
		Expected Count	14.0	43.0	40.0	14.0	23.0	16.0	150.0

Appendix 9i

nationality of respondents * I rarely purchase the latest styles until I know others approve of them. (RGS) Crosstabulation

| | | | I rarely purchase the latest styles until I know others approve of them. (RGS) | | | | | | |
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Total
nationality of respondents	norwegian	Count	24	18	17	4	8	4	75
		Expected Count	12.5	19.5	16.5	3.5	15.5	7.5	75.0
	Sri Lankan	Count	1	21	16	3	23	11	75
		Expected Count	12.5	19.5	16.5	3.5	15.5	7.5	75.0
Total		Count	25	39	33	7	31	15	150
		Expected Count	25.0	39.0	33.0	7.0	31.0	15.0	150.0

Appendix 9j

nationality of respondents * When buying a product, I generally purchase those the brand that I think others will approve of. (RGS) Crosstabulation

			When buying a product, I generally purchase those the brand that I think others will approve of. (RGS)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	16	18	29	7	2	2	1	75
		Expected Count	8.0	12.0	20.5	14.5	14.0	5.0	1.0	75.0
	Sri Lankan	Count	0	6	12	22	26	8	1	75
		Expected Count	8.0	12.0	20.5	14.5	14.0	5.0	1.0	75.0
Total		Count	16	24	41	29	28	10	2	150
		Expected Count	16.0	24.0	41.0	29.0	28.0	10.0	2.0	150.0

Appendix 9k

nationality of respondents * I like to know what product make good impression on others. (RGS) Crosstabulation

			I like to know what product make good impression on others. (RGS)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	7	9	27	3	14	12	3	75
		Expected Count	3.5	6.5	22.0	7.5	17.0	16.0	2.5	75.0
	Sri Lankan	Count	0	4	17	12	20	20	2	75
		Expected Count	3.5	6.5	22.0	7.5	17.0	16.0	2.5	75.0
Total		Count	7	13	44	15	34	32	5	150
		Expected Count	7.0	13.0	44.0	15.0	34.0	32.0	5.0	150.0

Appendix 10; availability of time

Appendix 10a

nationality of respondents * I feel excited when making a purchase decision for something new. (PE) Crosstabulation

			I feel excited when making a purchase decision for something new. (PE)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	3	6	9	4	23	19	11	75
		Expected Count	1.5	6.5	4.5	8.5	22.0	23.5	8.5	75.0
	Sri Lankan	Count	0	7	0	13	21	28	6	75
		Expected Count	1.5	6.5	4.5	8.5	22.0	23.5	8.5	75.0
Total		Count	3	13	9	17	44	47	17	150
		Expected Count	3.0	13.0	9.0	17.0	44.0	47.0	17.0	150.0

Appendix 10b

nationality of respondents * I feel excited when making a purchase decision for something new. (PE) Crosstabulation

			I feel excited when making a purchase decision for something new. (PE)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	3	6	9	4	23	19	11	75
		Expected Count	1.5	6.5	4.5	8.5	22.0	23.5	8.5	75.0
	Sri Lankan	Count	0	7	0	13	21	28	6	75
		Expected Count	1.5	6.5	4.5	8.5	22.0	23.5	8.5	75.0
Total		Count	3	13	9	17	44	47	17	150
		Expected Count	3.0	13.0	9.0	17.0	44.0	47.0	17.0	150.0

Appendix 10c

nationality of respondents * Sometimes, I buy something in order to make myself feel better (MM) Crosstabulation

			Sometimes, I buy something in order to make myself feel better (MM)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	6	8	6	10	15	12	18	75
		Expected Count	3.5	5.5	4.5	9.5	22.5	15.0	14.5	75.0
	Sri Lankan	Count	1	3	3	9	30	18	11	75
		Expected Count	3.5	5.5	4.5	9.5	22.5	15.0	14.5	75.0
Total		Count	7	11	9	19	45	30	29	150
		Expected Count	7.0	11.0	9.0	19.0	45.0	30.0	29.0	150.0

Appendix 10d

nationality of respondents * Buying is a way of reducing stress in my daily life (MM) Crosstabulation

			Buying is a way of reducing stress in my daily life (MM)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	11	5	16	7	19	11	6	75
		Expected Count	6.0	4.0	14.5	17.0	20.5	10.0	3.0	75.0
	Sri Lankan	Count	1	3	13	27	22	9	0	75
		Expected Count	6.0	4.0	14.5	17.0	20.5	10.0	3.0	75.0
Total		Count	12	8	29	34	41	20	6	150
		Expected Count	12.0	8.0	29.0	34.0	41.0	20.0	6.0	150.0

Appendix 10e

nationality of respondents * Sometimes, I regret buying new things (MM) Crosstabulation

			Sometimes, I regret buying new things (MM)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	3	10	13	3	19	20	7	75
		Expected Count	1.5	8.0	18.0	10.0	16.5	17.0	4.0	75.0
	Sri Lankan	Count	0	6	23	17	14	14	1	75
		Expected Count	1.5	8.0	18.0	10.0	16.5	17.0	4.0	75.0
Total		Count	3	16	36	20	33	34	8	150
		Expected Count	3.0	16.0	36.0	20.0	33.0	34.0	8.0	150.0

Appendix 10f

nationality of respondents * I experience mixed feelings of pleasure and guilt of buying something on impulse (MM) Crosstabulation

			I experience mixed feelings of pleasure and guilt of buying something on impulse (MM)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	7	6	7	4	20	19	12	75
		Expected Count	3.5	3.0	5.5	9.0	29.0	16.0	9.0	75.0
	Sri Lankan	Count	0	0	4	14	38	13	6	75
		Expected Count	3.5	3.0	5.5	9.0	29.0	16.0	9.0	75.0
Total		Count	7	6	11	18	58	32	18	150
		Expected Count	7.0	6.0	11.0	18.0	58.0	32.0	18.0	150.0

Appendix 11; shopping emotion
Appendix 11a

nationality of respondents * Usually, I have limited time available for shopping trips. (T) Crosstabulation

			Usually, I have limited time available for shopping trips. (T)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	2	5	11	8	24	15	10	75
		Expected Count	1.0	4.5	20.5	9.0	24.0	10.0	6.0	75.0
	Sri Lankan	Count	0	4	30	10	24	5	2	75
		Expected Count	1.0	4.5	20.5	9.0	24.0	10.0	6.0	75.0
Total		Count	2	9	41	18	48	20	12	150
		Expected Count	2.0	9.0	41.0	18.0	48.0	20.0	12.0	150.0

Appendix 11b

nationality of respondents * I am not usually rushed for time while shopping. (T) Crosstabulation

			I am not usually rushed for time while shopping. (T)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	6	12	15	13	21	5	3	75
		Expected Count	4.0	9.5	27.5	11.0	18.0	3.5	1.5	75.0
	Sri Lankan	Count	2	7	40	9	15	2	0	75
		Expected Count	4.0	9.5	27.5	11.0	18.0	3.5	1.5	75.0
Total		Count	8	19	55	22	36	7	3	150
		Expected Count	8.0	19.0	55.0	22.0	36.0	7.0	3.0	150.0

Appendix 11c

nationality of respondents * The amount of time pressure I feel when shopping could be high. (T) Crosstabulation

			The amount of time pressure I feel when shopping could be high. (T)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	8	11	17	13	15	6	5	75
		Expected Count	4.0	12.5	16.5	16.5	15.5	7.5	2.5	75.0
	Sri Lankan	Count	0	14	16	20	16	9	0	75
		Expected Count	4.0	12.5	16.5	16.5	15.5	7.5	2.5	75.0
Total		Count	8	25	33	33	31	15	5	150
		Expected Count	8.0	25.0	33.0	33.0	31.0	15.0	5.0	150.0

Appendix 12; availability of Money

Appendix 12a

nationality of respondents * Often when I am shopping , I can afford to make any unplanned purchase (M) Crosstabulation

			Often when I am shopping , I can afford to make any unplanned purchase (M)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	6	14	21	6	11	12	5	75
		Expected Count	3.0	10.0	16.5	8.0	17.0	17.5	3.0	75.0
	Sri Lankan	Count	0	6	12	10	23	23	1	75
		Expected Count	3.0	10.0	16.5	8.0	17.0	17.5	3.0	75.0
Total		Count	6	20	33	16	34	35	6	150
		Expected Count	6.0	20.0	33.0	16.0	34.0	35.0	6.0	150.0

Appendix 12b

nationality of respondents * Often when I am shopping, I am on a tight budget for shopping, (M) Crosstabulation

			Often when I am shopping, I am on a tight budget for shopping, (M)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	2	11	19	11	16	11	5	75
		Expected Count	1.0	10.5	21.5	11.5	19.0	9.0	2.5	75.0
	Sri Lankan	Count	0	10	24	12	22	7	0	75
		Expected Count	1.0	10.5	21.5	11.5	19.0	9.0	2.5	75.0
Total		Count	2	21	43	23	38	18	5	150
		Expected Count	2.0	21.0	43.0	23.0	38.0	18.0	5.0	150.0

Appendix 12c

nationality of respondents * Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I find something I really like (M) Crosstabulation

			Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I find something I really like (M)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	6	17	16	3	17	8	8	75
		Expected Count	3.5	11.6	11.6	8.6	24.7	9.6	5.5	75.0
	Sri Lankan	Count	1	6	7	14	32	11	3	74
		Expected Count	3.5	11.4	11.4	8.4	24.3	9.4	5.5	74.0
Total		Count	7	23	23	17	49	19	11	149
		Expected Count	7.0	23.0	23.0	17.0	49.0	19.0	11.0	149.0

Appendix 12d

nationality of respondents * When I have a perception of greater availability of money, it increases my feeling of shopping. (M) Crosstabulation

			When I have a perception of greater availability of money, it increases my feeling of shopping. (M)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	5	16	11	5	19	9	10	75
		Expected Count	2.5	8.0	7.5	13.5	19.0	14.0	10.5	75.0
	Sri Lankan	Count	0	0	4	22	19	19	11	75
		Expected Count	2.5	8.0	7.5	13.5	19.0	14.0	10.5	75.0
Total		Count	5	16	15	27	38	28	21	150
		Expected Count	5.0	16.0	15.0	27.0	38.0	28.0	21.0	150.0

Appendix 12e

nationality of respondents * When I have a perception of greater availability of money, it decreases the negative feeling of unable to access the affordable products.(M) Crosstabulation

			When I have a perception of greater availability of money, it decreases the negative feeling of unable to access the affordable products.(M)							Total
			Strongly Disagree	Disagree	Slightly Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	
nationality of respondents	norwegian	Count	9	13	13	2	18	13	7	75
		Expected Count	4.5	8.0	7.5	8.0	24.5	14.0	8.5	75.0
	Sri Lankan	Count	0	3	2	14	31	15	10	75
		Expected Count	4.5	8.0	7.5	8.0	24.5	14.0	8.5	75.0
Total		Count	9	16	15	16	49	28	17	150
		Expected Count	9.0	16.0	15.0	16.0	49.0	28.0	17.0	150.0

Appendix 13; impulse buying behaviour

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I cannot resist buying clothing if I really like it (IB)	Equal variances assumed	.962	.328	-1.792	148	.075	-.56000	.31250	-1.17754	.05754
	Equal variances not assumed			-1.792	147.300	.075	-.56000	.31250	-1.17757	.05757
I buy anything I suddenly feel compelled to buy(IB)	Equal variances assumed	2.909	.090	-4.384	148	.000	-1.08000	.24636	-1.56684	-.59316
	Equal variances not assumed			-4.384	146.715	.000	-1.08000	.24636	-1.56688	-.59312
I often buy clothes while I am out doing other things(IB)	Equal variances assumed	2.952	.088	-2.526	148	.013	-.65333	.25868	-1.16452	-.14215
	Equal variances not assumed			-2.526	146.251	.013	-.65333	.25868	-1.16457	-.14210
I buy clothing I like without a lot of thinking (IB)	Equal variances assumed	1.033	.311	-2.694	148	.008	-.68000	.25237	-1.17872	-.18128
	Equal variances not assumed			-2.694	147.872	.008	-.68000	.25237	-1.17872	-.18128
I buy things setting by the register at the last minute (IB)	Equal variances assumed	.159	.691	-3.088	148	.002	-.70667	.22885	-1.15890	-.25443
	Equal variances not assumed			-3.088	147.996	.002	-.70667	.22885	-1.15890	-.25443
mean value for impulse buying	Equal variances assumed	1.583	.210	-3.772	148	.000	-.73600	.19512	-1.12158	-.35042
	Equal variances not assumed			-3.772	144.894	.000	-.73600	.19512	-1.12165	-.35035

Appendix 14;Present of others

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Often when I am shopping , I go with my any family member (RG)	Equal variances assumed	2.011	.158	-5.076	148	.000	-1.30667	.25743	-1.81539	-.79794
	Equal variances not assumed			-5.076	142.170	.000	-1.30667	.25743	-1.81556	-.79777
Often when I am shopping , I go with any of my friends (RG)	Equal variances assumed	.421	.517	5.382	148	.000	1.24000	.23040	.78470	1.69530
	Equal variances not assumed			5.382	145.487	.000	1.24000	.23040	.78464	1.69536
Often when I am shopping , I go with my best friend (RG)	Equal variances assumed	.543	.463	4.317	148	.000	1.04000	.24090	.56395	1.51605
	Equal variances not assumed			4.317	147.950	.000	1.04000	.24090	.56395	1.51605
Often when I am shopping , I go with my family member or any of my friend (RG)	Equal variances assumed	3.499	.063	.391	148	.697	.09333	.23890	-.37876	.56542
	Equal variances not assumed			.391	141.587	.697	.09333	.23890	-.37893	.56560
Me & my family is very 'close-knit', I always going shopping with my family member (RGC)	Equal variances assumed	11.380	.001	-6.557	148	.000	-1.62667	.24807	-2.11689	-1.13645
	Equal variances not assumed			-6.557	143.600	.000	-1.62667	.24807	-2.11701	-1.13632
Me & my family is not very 'close-knit', I like to go shopping with my friends. (RGC)	Equal variances assumed	3.266	.073	.148	147	.883	.03369	.22822	-.41733	.48471
	Equal variances not assumed			.147	142.719	.883	.03369	.22847	-.41793	.48531
It is important that others like the product that I buy (RGS)	Equal variances assumed	2.304	.131	-4.878	148	.000	-1.29333	.26512	-1.81725	-.76942
	Equal variances not assumed			-4.878	143.652	.000	-1.29333	.26512	-1.81738	-.76929
If others can see me using the product , I buy the one they expect me to buy (RGS)	Equal variances assumed	3.661	.058	-3.904	148	.000	-.92000	.23563	-1.38563	-.45437
	Equal variances not assumed			-3.904	147.442	.000	-.92000	.23563	-1.38564	-.45436
I rarely purchase the latest styles until I know others approve of them. (RGS)	Equal variances assumed	1.820	.179	-4.987	148	.000	-1.24000	.24866	-1.73139	-.74861
	Equal variances not assumed			-4.987	147.995	.000	-1.24000	.24866	-1.73139	-.74861
When buying a product, I generally purchase those the brand that I think others will approve of.	Equal variances assumed	.138	.711	-8.431	148	.000	-1.66667	.19769	-2.05733	-1.27600
	Equal variances not assumed			-8.431	146.401	.000	-1.66667	.19769	-2.05737	-1.27597
I like to know what product make good impression on others. (RGS)	Equal variances assumed	7.366	.007	-3.238	148	.001	-.80000	.24706	-1.28823	-.31177
	Equal variances not assumed			-3.238	139.884	.002	-.80000	.24706	-1.28846	-.31154
total mean value for RG	Equal variances assumed	3.011	.085	-5.961	148	.000	-.73697	.12364	-.98129	-.49265
	Equal variances not assumed			-5.961	139.291	.000	-.73697	.12364	-.98142	-.49252

Appendix 15; Shopping emotions

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I feel sense of thrill, when I am buying something new. (PE)	Equal variances assumed	26.780	.000	-2.678	148	.008	-.77333	.28873	-1.34389	-.20277
	Equal variances not assumed			-2.678	128.923	.008	-.77333	.28873	-1.34459	-.20208
I feel excited when making a purchase decision for something new. (PE)	Equal variances assumed	4.013	.047	-.928	148	.355	-.22667	.24418	-.70919	.25586
	Equal variances not assumed			-.928	140.609	.355	-.22667	.24418	-.70940	.25607
Sometimes, I buy something in order to make myself feel better (MM)	Equal variances assumed	19.209	.000	-1.681	148	.095	-.45333	.26968	-.98625	.07958
	Equal variances not assumed			-1.681	128.880	.095	-.45333	.26968	-.98690	.08023
Buying is a way of reducing stress in my daily life (MM)	Equal variances assumed	28.302	.000	-.970	148	.334	-.24000	.24739	-.72888	.24888
	Equal variances not assumed			-.970	119.934	.334	-.24000	.24739	-.72982	.24982
Sometimes, I regret buying new things (MM)	Equal variances assumed	11.143	.001	1.492	148	.138	.37333	.25019	-.12108	.86775
	Equal variances not assumed			1.492	137.075	.138	.37333	.25019	-.12141	.86807
I experience mixed feelings of pleasure and guilt of buying something on impulse (MM)	Equal variances assumed	36.000	.000	-1.320	148	.189	-.32000	.24236	-.79893	.15893
	Equal variances not assumed			-1.320	109.814	.189	-.32000	.24236	-.80031	.16031
Total mean for shopping emotion	Equal variances assumed	6.292	.013	-1.776	148	.078	-.27333	.15388	-.57743	.03076
	Equal variances not assumed			-1.776	132.693	.078	-.27333	.15388	-.57772	.03105

Appendix 16; availability of time

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Usually, I have limited time available for shopping trips. (T)	Equal variances assumed	2.547	.113	3.221	148	.002	.73333	.22765	.28347	1.18320
	Equal variances not assumed			3.221	139.334	.002	.73333	.22765	.28324	1.18343
I am not usually rushed for time while shopping. (T)	Equal variances assumed	13.435	.000	1.457	148	.147	.32000	.21964	-.11403	.75403
	Equal variances not assumed			1.457	131.586	.148	.32000	.21964	-.11448	.75448
The amount of time pressure I feel when shopping could be high. (T)	Equal variances assumed	6.648	.011	-.598	148	.551	-.14667	.24524	-.63129	.33795
	Equal variances not assumed			-.598	138.289	.551	-.14667	.24524	-.63157	.33823
Mean value for time	Equal variances assumed	17.090	.000	2.116	148	.036	.30222	.14284	.01995	.58450
	Equal variances not assumed			2.116	123.926	.036	.30222	.14284	.01950	.58495

Appendix 17; availability of money

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Often when I am shopping, I can afford to make any unplanned purchase (M)	Equal variances assumed	11.039	.001	-3.401	148	.001	-.86667	.25484	-1.37026	-.36308
	Equal variances not assumed			-3.401	137.052	.001	-.86667	.25484	-1.37059	-.36275
Often when I am shopping, I am on a tight budget for shopping, (M)	Equal variances assumed	5.259	.023	.805	148	.422	.18667	.23198	-.27175	.64508
	Equal variances not assumed			.805	139.791	.422	.18667	.23198	-.27197	.64531
Often when I am shopping, I have enough extra money, so that I can spend a little lavishly if I	Equal variances assumed	24.189	.000	-2.668	147	.008	-.70072	.26263	-1.21974	-.18170
	Equal variances not assumed			-2.675	131.410	.008	-.70072	.26200	-1.21900	-.18244
When I have a perception of greater availability of money, it increases my feeling of shopping. (M)	Equal variances assumed	31.398	.000	-4.013	148	.000	-1.02667	.25585	-1.53226	-.52107
	Equal variances not assumed			-4.013	122.812	.000	-1.02667	.25585	-1.53312	-.52021
When I have a perception of greater availability of money, it decreases the negative feeling of unable	Equal variances assumed	44.695	.000	-4.268	148	.000	-1.12000	.26240	-1.63853	-.60147
	Equal variances not assumed			-4.268	122.138	.000	-1.12000	.26240	-1.63944	-.60056
Mean value for money	Equal variances assumed	8.662	.004	-4.934	147	.000	-.70490	.14287	-.98724	-.42257
	Equal variances not assumed			-4.942	140.140	.000	-.70490	.14264	-.98690	-.42290

Appendix 18; in-store promotion

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
For the most part, I go shopping when there are sales,(SP)	Equal variances assumed	.807	.370	5.235	148	.000	1.14667	.21903	.71383	1.57951
	Equal variances not assumed			5.235	147.501	.000	1.14667	.21903	.71382	1.57952
I enjoy looking for a discount when I am shopping. (SP)	Equal variances assumed	.145	.703	3.262	148	.001	.73333	.22478	.28913	1.17753
	Equal variances not assumed			3.262	146.566	.001	.73333	.22478	.28910	1.17757
Mean value for instore promotion	Equal variances assumed	.137	.712	4.805	148	.000	.94000	.19563	.55340	1.32660
	Equal variances not assumed			4.805	147.972	.000	.94000	.19563	.55340	1.32660

Appendix 19; Regression analysis

Appendix 19a

Model Summary

nationality of respondents	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
norwegian	1	.373[a]	.139	.127	1.03129
Sri Lankan	1	.504[a]	.254	.244	1.11971

a. Predictors: (Constant), Mean value for money

Appendix 19b

<div align="center">ANOVA^b</div>

ANOVA^b

nationality of respondents	Model		Sum of Squares	df	Mean Square	F	Sig.
norwegian	1	Regression	12.540	1	12.540	11.790	.001^a
		Residual	77.639	73	1.064		
		Total	90.179	74			
Sri Lankan	1	Regression	30.796	1	30.796	24.564	.000^a
		Residual	90.270	72	1.254		
		Total	121.066	73			

a. Predictors: (Constant), Mean value for money

b. Dependent Variable: mean value for impulse buying

Appendix 20;

Source: http://www.hm.com/no/product

Source: http://www.odel.lk/store/women/tops/beaded-off-white-tunic-top
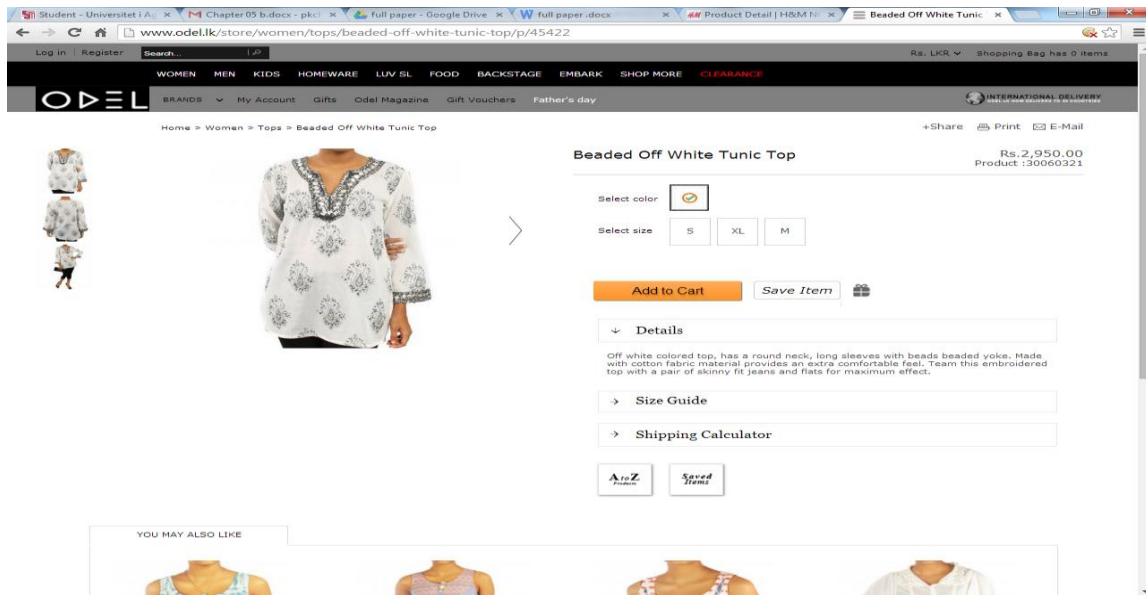
While concern about similar kind of cotton blows prices in two countries are different to each other. Likewise, according to the image 01, price in Norwegian market is NOK (Norwegian Krone) 299 or USD 51. The prices of same kind of blows in Sri Lankan market (image 2) is LKR (Sri Lankan rupee) 2950 or USD 23. So that, even Norwegian consumers who involved this study are having some slightly higher income level, the affordability of the product in both groups is same according to the price levels in both market places.