FEMALE LECTURERS' PERCEPTION OF DETERMINANTS OF IMPULSE BUYING IN UNIVERSITIES IN NORTH EAST NIGERIA

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Abstract
The study investigated the extent to which colour of goods stimulate impulse buying among lecturers. The study was a descriptive survey design and involved a population of 317 female lecturers drawn from six Universities in the North East Nigeria. No sample was drawn for the study as the entire population of 317 was surveyed. The instrument for data collection was a structured questionnaire which was also face validated by three experts from the University of Nigeria Nsukka while one came from Abubakar Tafawa Balewa University Bauchi. The instrument was tested for reliability using the Cronbach Alpha formula and obtained a coefficient of 0.80. The research questions were answered using Mean while the Null hypotheses were tested using ANOVA at 0.05 level of significance. The major findings were that colour of goods, constitute to a high extent, determinants of female lecturers' impulse buying. It was therefore recommended, among others, that retailers should utilize the findings of the study to develop better strategies to attract significant share of consumers' impulse purchases. It was also recommended that, while impulse buying should be accorded the status or recognized marketing concepts, consumers should be cautious in engaging in impulse buying to avoid unnecessary disorganization of family and individual planning and budgeting as well as business collapses.
Keywords: *Impulse Buying, Colour of Goods, Determinants, Female Lecturers.*

Introduction

Impulse buying is a habit which consumers often display in their daily buying experiences. Although, consumers often hesitate to be associated with impulse buying attitude, they hardly adhere strictly to their original buying plan which had earlier been articulated prior to visiting the retail stores, and this reflects impulse buying habit. Geof and Clive (1998) described impulse buying as a buying action undertaken without a careful buying plan previously having been articulated or formed prior to entering the retail stores. Also, Beatty and Ferrell (2015) viewed impulse buying as a sudden strong wish or need to buy something without thinking about it carefully. In the same vein, Njoku (2023)opined that impulse buying is a sudden strong wish or need to buy something without planning or thinking about it carefully or comparing such goods with similar or related goods with a view to making a better purchasing choice.

Impulse buying also paints a scenario which de-emphasizes the fixed plan of items to be purchased prior to visiting the retail stores on the argument that store

environment could provide a better purchase stimulation. Rooks and Fisher, in Njoku (2024) affirmed this assertion by positing that shopping is much easier with products highly visible and store environment acting as prompt lists, allowing consumers to defer purchase decision-making until they are in-store. Also, Verhegen and Vandolen, in Njoku (2015) noted that consumers intent to purchase is far from fixed and can continue to be modified right up to the point of purchase. Njoku (2024) supported the above idea by stating that consumers need not have a fixed or permanent plan of buying action prior to visiting the retail stores because store environment always provides a better purchasing stimulation on account of the presence of large varieties of highly visible products displayed and competing for the attention of consumers who visit the retail stores. Therefore, impulse buying in the context of this research study is a sudden strong wish or need to buy something without careful planning or without adhering strictly to the original buying plan which had earlier been articulated prior to visiting the retail stores.

Buying habit involves the planning and articulation of the goods to be purchased before visiting the retail stores, however, the prevalent practices of impulse buying is a buying habit which consumers often display due to the influence of in-store-stimuli (Stern, 2012)..Philip and Duncan (2008) distinguished four types of impulse buying habit as follows: pure impulse buying, reminder impulse buying, suggestion impulse buying and expected impulse buying. Pure impulse buying is the type of impulse buying which lacks any element of cautious and considered approach to a purchase. Pure impulse buying exposes the consumer or shopper to a feeling of overwhelming force from the product to be purchased and also a feeling of having to buy the product immediately thereby ignoring any negative consequences from the purchase. Reminder impulse buying occurs when a consumer or shopper sees an item and remembers that the stock at home has exhausted or low or recalls an advertisement or other information about the item which triggers up the sudden decision to buy the item. Suggestion impulse buying occurs when the consumer or shopper sees a product for the first time and visualizes the need for it, even though he or she has no previous knowledge of the item. Under suggestion impulse buying consideration, product quality, function and the like are evaluated at the point of purchase. Expected impulse buying occurs when the consumer or shopper enters the retail store with some specific purchases in mind, but with expectations and intention to make other purchases that depend on price specials or coupons offers. Female lecturers could exhibit any of the above mentioned form of impulse buying habit based on the extent to which certain features of such goods influence their impulse buying habit (Osuala, 2005).

In a more specific term, therefore, this study intends to examine one feature or characteristics of goods which pre-disposes such goods or make them prone to impulse buying and investigate the extent to which female lecturers perceived these features or characteristics to determine their impulse buying. Njoku (2015)

articulated these features or characteristics and referred to them as determinants of impulse buying. A determinant therefore, is an element that identifies the nature of something or fixes or conditions an outcome (Kotler, 2003). Determinants of impulse buying are those features or characteristics or qualities of goods which induce or stimulate consumers' impulse buying of such goods. These determinants include "colour of goods." Specifically, the researcher examined colours of goods as, perhaps, a determinant of impulse buying and investigate the extent to which colours of goods constitute determinants of impulse buying among female lecturers in Universities in North-East Nigeria. Colour of goods stimulates or induces impulse buying among women and other consumers because different colours represent different attractions, feelings, emotions, affections and purchase considerations among different consumers (Duana & Sarah, 2004).

Specifically, colour of goods describes the appearance that such goods have which results from the way in which the goods reflect light. Such colour include yellow, green, blue, red, orange, violet, yellow-green, blue-violet, red-violet, red-orange and yellow- orange among others. Duane and Sarah (2004) emphasized that colour of goods stimulates or induces impulse buying especially among women, including female lecturers because they often select colours that match their dresses, hand bangs, shoes or slippers as well as head ties and necklaces. Some affluent women, including female lecturers, sometimes prefer colour of their dresses to match with certain expensive accessories in gold or silver colour. Accessories are fashion elements which supports or brings out the beauty of main dress or outfits, such accessories as shoes, ear or hand rings, necklace or headties. According to Njoku (2015), the significance of colour in the choice of items of purchase, particularly impulse purchase especially among female folks cannot be over emphasized in all ramifications, hence the need for this investigation targeting female lecturers.

Most household consumer goods, especially food items are purchased by women. The role of women in the purchase of consumer and household goods is critical because over seventy percent of these categories of goods are purchased by women and they also do the cooking and managing other related household affairs (Fatima & Abasa, 2004). Fatima & Abasa (2004) further stated that women have significantly improved their educational and socio-economic status over the years, and these have empowered them to understand the nutritional contents of food items and how to improve on home management, hygiene, sanitation and medicare, and the overall purpose is to raise the standard of living (Fatima and Abasa, 2004).

Pursuant to the above responsibilities of raising the standard of family living, among others, female lecturers do patronize super markets and related retail outlets or stores where large varieties of merchandise abound and which elicit various types of impulse buying habit based on their perception of such goods. Perception is the process by which an individual selects, organizes and interpret information input to

create a meaningful picture of the world around him. Perception reflects the opinions expressed by consumers on particular issues in question, for instance, the choice of items of goods to be purchased by female lecturers. Times Higher Education (THE, 2011) defined a lecturer as a person with relevant academic qualifications in specific areas of specialization up to Doctor of Philosophy and who holds academic position in a University or similar Institution and who teaches and engages in research activities as well as leads or oversees research groups. Also, Lee Elliot (2006) described a University as an institution of higher education •and research which grants academic degrees in variety of subjects and provides both undergraduate and postgraduate education.

In Nigeria, female lecturers posses relevant academic qualifications ranging from primary school to the University level. UNESCO (2004) listed academic qualifications to include First School Leaving Certificate at the Primary School level, Senior Secondary School Certificate (SSCE/NECO) at the Secondary School level, First Degree Certificate obtained at the University level and Masters and Ph.D obtained at Postgraduate level. These qualifications enable or equip these female lecturers to teach at the University level as Assistant Lecturers, Lecturers II, Lecturers I, Senior lecturers, Readers and Professors. With regard to the condition of service, the National Universities Commission (NUC, 2011) stipulates three (3) years interval for promotion of academic staff from one level to another, subject to fulfillment of other requirements which include research and publications. The salary range from assistant lecturer to professor always reflects the order of seniority such that the difference in salary of assistant lecturer and professor, among others, is enormous in addition to academic and related allowances per annum. The extent to which salary differentials across various ranks of female lecturers influence their purchasing attitude and decision, particularly, impulse buying need to be examined and compared.

Statement of the Problem

Consumers most times impulsively succumb to the attractions of large varieties of low price, small size, colourful, low weight, portable and branded goods attractively displayed in large retail stores and conventional open markets. The above scenario often times leads consumers to spend the limited financial resources on goods that may not be useful or not budgeted for. Most often, unguided expenses through impulse buying have negatively affected the savings of consumers as well as leads to business collapses because of inability to plan for savings and financial capital to invest or sustain business. According to the result of preliminary studies conducted by the researcher, rampant cases of consumers buying expired drugs and other household consumer goods that are fake and of low quality on impulse due to low prices and attractive colours abound and these purchases are injurious to health and socio-economic well being of consumers. In some cases, the packages of fake or expired drugs and other packaged consumer goods are carefully redesigned by

retailers in enticing colours and brand combinations with new expiring dates attached, to attract impulse buying from unsuspecting consumers using the enticing colour and brand combinations on the packages to deceive consumers to believe the goods or drugs are newly manufactured. On account of restriction of their movements by their husbands due to cultural and religious beliefs, most female lecturers in North East Nigeria Universities perhaps engage on impulse buying of consumer goods that attract their sudden interest whenever they are opportuned to be in retail stores and this scenario leads to waste of limited financial resources and consequent economic and social problems.

Although, different categories of consumers, including female lecturers are attracted to impulse buying, it is not yet known exactly how these categories of consumers perceive impulse buying and the determinants of impulse buying and whether consumers can as well engage in impulse buying conscientiously. Moreso, the high prevalence of impulse buying and consumers' hesitation to associate with impulse buying habit is not only a contradiction but also stigmatizes impulse buying. Based on the foregoing issues and concerns and coupled with female lecturers' academic profile, this research study intends to determine the extent colour of goods attracts impulse buying among female lecturers in Universities in North East Nigeria.

Objective of the Study

The major objective of the study was to determine the extent to which colour of goods attract female lecturers' impulse buying in Universities in North East Nigeria. Specifically, the study sought the extent.

1. Colour of goods constitute a determinant of impulse buying among female lecturers in Universities in North East Nigeria.

Research Question

1. To what extentcolour of goods constitute a determinant of impulse buying among female lecturers in Universities in North-East Nigeria?

Hypothesis:

There is no significant difference in the mean responses of female assistant lecturers, lecturers II and lecturers I on the extent colour of goods constitute a determinant of their impulse buying in Universities in North-East Nigeria.

Theoretical Literature

Theory of Planned Behaviour (TPB) (Ajzen, 1991)

The Theory of Planned Behaviour (TPB) posits that an individual's behaviour is determined by their intention to perform that behaviour. This intention is influenced by three main factors:

Attitudes: The individual's positive or negative evaluation of performing the behaviour.

Subjective Norms: The perceived social pressure to perform or not perform the behaviour, shaped by the expectations of significant others such as family, friends, and colleagues.

Perceived Behavioural Control: The individual's perception of the ease or difficulty of performing the behaviour, which is influenced by past experiences and anticipated obstacles.

Application to Impulse Buying:

In the context of impulse buying among female lecturers in North East Nigeria, the TPB can be applied to understand how these three factors influence their spontaneous purchasing decisions:

Attitudes: Female lecturers' personal views on impulsive purchases significantly impact their behaviour. If they perceive impulse buying positively, perhaps as a way to relieve stress or reward themselves, they are more likely to engage in it. Conversely, if they view it as irresponsible or wasteful, they might resist such urges.

Subjective Norms: The social environment, including expectations and behaviours of colleagues, family, and friends, plays a crucial role. If there is a prevailing norm that supports or encourages impulsive buying, female lecturers may feel more inclined to conform to these expectations. Conversely, if their social circle values frugality and financial responsibility, they might experience pressure to avoid impulsive purchases.

Perceived Behavioural Control: This factor involves female lecturers' confidence in their ability to control their spending habits. Those who believe they can manage their finances well and resist impulsive urges are less likely to engage in impulse buying. However, those who feel they lack control over their spending may be more prone to making spontaneous purchases.

The Theory of Planned Behaviour suggests that female lecturers' impulse buying is influenced by their attitudes towards impulsive purchases, societal expectations, and perceived control over spending. By understanding these factors, interventions can be designed to address negative attitudes, reduce social pressures, and enhance perceived control, potentially reducing impulsive buying behaviour among this group. For marketers, leveraging positive attitudes, aligning with supportive social norms, and creating a sense of ease in making controlled purchases can effectively target impulse buying tendencies among female lecturers in North East Nigeria.

Empirical Literature

Youn and Faber (2010) examined how marketing stimuli such as promotions, advertisements, and store environments trigger impulse buying. Their findings indicated that attractive displays, promotional deals, and ambient store atmospheres significantly influence spontaneous purchases. Applying this to female lecturers in North East Nigeria, it's likely that these educators perceive similar triggers in their impulse buying behaviour. Promotions like discounts and BOGO offers, emotionally appealing advertisements, and well-designed store environments can create a sense of urgency and value, leading to unplanned purchases. For effective marketing, strategies should be culturally tailored and emphasize convenience, resonating with the busy lifestyles and preferences of female lecturers in this region.

Amos *et al*. (2014) explored how demographic factors such as age, gender, and income level influence impulse buying behaviour among university students. The study found that younger individuals are more prone to impulsive purchases due to less financial responsibility and greater peer influence. Importantly, female respondents exhibited higher impulse buying tendencies than males, often driven by emotional and psychological factors like mood fluctuations and social pressures. Additionally, higher income levels were linked to increased impulse buying as individuals with more disposable income had greater flexibility to make spontaneous purchases.

Applying these findings to female lecturers in universities in North East Nigeria, it can be inferred that similar demographic influences are at play. Female lecturers might experience higher impulse buying behaviour influenced by emotional and psychological factors. The pressures of academic and social environments could exacerbate these tendencies. Those with higher incomes are likely more susceptible to making impulsive purchases due to greater financial security.

Methodology

This is a descriptive survey study carried out in six universities located in the North-East geopolitical zone of Nigeria. The population for the study consisted of 317 female lecturers in the six universities. This population was made up of 73 female lecturers from the University of Maiduguri, 52 female lecturers from Modibo Adamawa University of Technology Yola, 53 female lecturers from Abubaka Tafawa Balewa University Bauchi, 48 female lecturers from Gombe State University, 47 female lecturers from Adamawa State University and 44 female lecturers from Yobe State University. The figures were lifted from the staff records of personnel department of each university. The entire population was studied because the population was manageable. However, 218 questionnaire were returned. A researcher designed questionnaire with one section and of 13 items was used for data collections. The instrument was validated for face and content validity by three specialists in business education. Two of the specialists are from the department of

Vocational Teacher Education, University of Nigeria, Nsukka, while the other specialist is from the school of Science and Technology, Abubakar Tafawa Balewa University, Bauchi. The reliability index was determine at 0.80 coefficient which was obtained using the Cronbach Alpha. The mean and standard deviation scores were used to answer the research questions while the hypothesis was tested using one way Analysis of Variance (ANOVA) at 0.05 level of significance. ANOVA is considered appropriate to take care of initial variances that emanated among the groups (Nworgu, 2016).

Table 1: Mean and Standard Deviation on the Extent Colour of goods constitute a determinant of impulse buying in Universities in North East Nigeria.

S/N	Items Statement	($\bar{X}$)	(SD)	Remark **N = 218**
1	When the colour matches with accessories e.g. colour of dresses matching with necklaces, it attracts impulse buying .	3.82	0.84	High Extent
2	When the colour of dresses are purple with sky blue coloured shoes it attracts impulse buying.	3.71	0.75	HE
3	When the colour of dresses is lilax with golden coloured earrings, it attracts impulse buying.	3.91	0.81	HE
4	When the colour of dresses is lemon green with matching colour of necklaces and earrings, it attracts impulse buying.	3.66	0.83	HE
5	When the colour of dresses is oxblood golden coloured accessories such as handbag and show, it attracts impulse buying.	3.58	0.76	HE
6	When the colour of dresses is lemon green with sky-blue accessories such as shoes, it attracts impulse buying.	3.65	0.83	HE
7	Most golden coloured accessories such as earrings and shoes or handbags attracts impulse attention buying among women.	3.54	0.95	HE
8	Most silver coloured accessories such as wrist watches and finger rings induce impulse buying.	3.64	0.93	HE
9	Most sky-blue coloured shoes or slippers and handbags with silver lining simulate impulse buying.	3.65	0.86	HE
10	Most red and oxblood coloured cosmetic attracts impulse buying.	3.63	0.85	HE
11	Most aluminum made metallic coloured cooking pots attract impulse buying.	3.76	0.92	HE
12	Brightly coloured dresses and toys excite children and hence induce impulse buying.	3.69	0.89	HE
13	Green and blue coloured plastic buckets and cups for domestic uses often attract the attention for impulse buying.	3.75	0.92	
	Grand mean	**3.69**	**0.85**	**HE**

The data presented in table 1 showed a grand mean score of 3.69 implying that colour of goods attract to a high extent female lecturers' impulse buying.

The standard deviation score of 0.85 implied that most respondents had similar opinion or view that colour of goods, determined to a high extent their impulse buying.

Null Hypothesis I

There is no significant difference between the mean responses of female assistant lecturers, lecturers II and lecturers I on the extent colour of goods constitute a determinant of their impulse buying in Universities in North East Nigeria.

Data on the above hypothesis were presented on table 2

Table 2: Summary of analysis of variance (ANOVA) on the extent to which colour of goods are perceived to attract the impulse buying among female assistant lecturers, lecturers II and lecturers I.

S/N	Source of variance o	Sum of square	DF	Means square	F_{cal}	F_{tab}	Level of sig.	Remarks
1	Between groups	.333	2	.165	1.79	3.00	0.05	NSD
2	Within groups	10.415	112	.093				
	Total	**10.748**	**114**					

Data in table 2 showed the calculated F-ratio 1.79value which was less than the table F-value 3.00 with 2 and 112 degrees of freedom at 0.05 level of significance. Based on the above values the null hypothesis of no significant difference was accepted. This means that the above three categories offemale lecturers have similar view that colour of goods to a high extent constitute a determinant of their impulse buying.

Discussion of Findings

Colour of Goods as a Determinant of Impulse Buying

It was found that colour of goods such as silver, gold, bright, orange, among others, constitute to a high extent major determinant of impulse buying among female lecturers. Duana and Sarah,(2004) in consonance with the colours found above affirmed that coloured goods stimulate consumers' impulse purchases because different colours represent different attractions, feelings, emotions, affections,

among different consumers of different goods. For instance, young consumers are excited when they see toys and dresses designed with bright and orange colours among others. Duane & Sarah further reported that female consumers select colours that match their dresses, handbags, shoes or slippers as well as head ties and necklace.

The test of hypothesis three ($H0_1$) revealed that there was no significant difference in the mean responses of female assistant lecturers, lecturers II and lecturers I on the extent colours of goods constitute a determinant of their impulse buying in the North Eastern Nigerian Universities. The above findings implies that these different ranks of lecturers expressed similar views or perception that colours of goods to high extent attracted their impulse buying. This finding was in consonance with Duana and Sarah, (2004) where they explained that colours of goods greatly attract consumers impulse attention and impulse buying and therefore dominates all issues pertaining to consumers purchase decision irrespective of their ranks or position in the society.

Conclusion

Specifically, the researcher examined colour of goods as, perhaps, a determinant of impulse buying and investigate the extent to which colour of goods constitute determinants of impulse buying among female lecturers in Universities in North East Nigeria. The research investigation revealed that colour of goods, to a large extent, constitute determinants of impulse buying. Also, the standard deviation and null hypothesis scores revealed similar opinion, among female lecturers. Consequently, scholars, teachers and students of marketing education should take the concept of impulse buying more seriously as a major marketing concept instead of approaching the concept with unseriousness or stigmatizing the concept. Rather, impulse buying is a recognized buying habit.

Recommendations

Based on the findings of the study, the following recommendations are made:

1. Impulse buying should be recognized as a marketing concept, and manufacturers, retailers and advertising practitioners seeking to attract consumers' and female lecturers' impulse buying should utilize the strategies revealed in the findings of this study.
2. Interventions should be designed to address negative attitudes, reduce social pressures and enhance perceived control, potentially reducing impulsive buying behaviour among consumers, including female lecturers, especially where impulse buying tends to infringe on proper family and organizational budgeting and planning.
3. Female Lecturers should be sensitized on the effective selection and utilization of colour, price mechanism and brand of goods in making wise purchase decision.

4. This research findings should sensitise female lecturers and others consumers, manufacturers, advertising practitioners, students and the general public, including teachers on the place of impulse buying as a marketing concept and create awareness on how to engage on impulse buying conscientiously, rather than viewing impulse buying as a stigmatized concept.
5. Teaching and learning of impulse buying concept should be further enriched and expanded as part of curriculum for marketing students in institutions of learning.

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