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DETERMINANTS OF IMPULSE BUYING ATTITUDE OF ORGANIZED RETAIL SHOPPERS

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ABSTRACT

This paper investigates the relationship between independent variables which are shopping lifestyle of consumers, fashion involvement of consumers, pre-decision stage and post-decision stage of consumer purchase behaviour with the attitudinal and behavioural aspects of impulse buying behaviour. This study attempts to explore association exists between the variables involved, by tapping the responses of 150 respondents. The major findings of the study demonstrated an overall weak association of the set of independent variables with the dependent variable but, the in-depth analysis found that pre-decision stage of consumer purchase behaviour is the only variable that resulted into strong association with the impulse buying behaviour.

Keywords: Shopping lifestyle, fashion involvement, pre-decision stage, post-decision Stage, Impulse buying behaviour.

INTRODUCTION

The Indian retail industry is growing at a fast pace with many significant developments like the entry of many global players, growing acceptance of the modern formats, success of many specialty retail formats and rising competition in the regional markets. Shoppers are asked upon entering the store as to, what they intend to buy and are checked again, while they leave the store as to, what exactly they bought to get an idea of the items picked up as imulse purchases. These studies show that an increasing number of items are picked up as impulse purchases. Many times a shopper sees an item and remembers that the stock at home is exhausted or going to get exhausted soon, or the shopper remembers an advertisement on the television or radio and thereby recalls the product and would like to try it out.

IMPULSE BUYING

Impulse buying disrupts the normal decision making models in consumers' brains. The logical sequence of the consumers' actions is replaced with an irrational moment of self gratification.

Impulse items appeal to the emotional side of consumers. Some items bought on impulse are not considered functional or necessary in the consumers' lives. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made.

Nature of Impulse Buying:

Impulse buying is unreflective urge to buy something immediately. The impulse to buy in that the purchase is made without engaging in a great is hedonically complex and may stimulate emotional deal of evaluation. Individuals buying impulse is less conflict.

Review of literature

Research scholars have taken a very keen interest in impulse buying for the past sixty years (Clover, 1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006). Abratt and Goodey (1990) found that the examination of impulse buying in supermarkets could be of much interest to the manufacturers as well as retailers worldwide. Piron (1991) attempted to define the impulse buying by reviewing the past research works and found that the earlier studies revealed impulse buying to be very similar to unplanned purchasing (Clover 1950, West 1951), and forwarded his findings with managerial interests in mind. The managerial interest mainly refers to the focus on the product sales. Therefore in the earlier studies only the purchases were investigated and not the consumers traits. The researchers have suggested that impulse purchases can be further classified depending on the consumer's experiencing emotional and / or cognitive reactions.

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Research problem

After the comprehensive review of the literature and content analysis we have derived some predictions for the future research endeavours in the field of impulse buying. In this paper, we therefore propose a framework to increase the understanding of impulse buying. After analysing the various factors studied in the past studies we conceptualised four different groups which could accommodate the various factors. Therefore we have categorized the various factors under the broad categories of "External stimuli", "Internal stimuli", "Situational and product related factors", and "Demographics and Socio-cultural factors".

Objectives

1. To find out all the factors those influence impulsive buying behaviour.
2. To critically examine the effect of variables on impulsive buying behaviour.
3. To analyze difference in male and female impulsive buying behaviour.

Hypothesis

HO: There is no influence of factors on impulsive buying behaviour.

H1: There is influence of factors on impulsive buying behaviour.

HO: There is no effect of variables on impulse buying behaviour.

H2: There is effect of variable on impulsive buying behaviour.

METHODOLOGY
RESEARCH PROCESS

The following steps are followed to develop my research work and the planning of the research, identifying the prefect concept for the research work, doing the data collection and analysis all are done by the collection process, and then last the communication was done in the form of documents.

RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

Sampling plan

A sampling plan is a detailed outline of which measurements will be taken at what times, on which material, in what manner, and by whom.

Sampling plan for my research work is shown step by step below.

Sampling unit

A sampling unit is one of the units into which an aggregate is divided for the purpose of sampling, each unit being regarded as individual and indivisible when the selection is made. And this research sampling unit consists of individuals like students, employees, professionals.

Sample size

The sample size is of 150 respondents (Cochran 1963). Data for this study was collected using a self-administered questionnaire that was distributed to respondents through mail and hard copy of questionnaire and given enough time respondents to fill the questionnaire to reduce sampling error. Questionnaire is constructed in constructed in a communicable language.

DATA ANALYSIS

The primary data that is collected will be statistically analyzed by using SPSS software. The primary data is collected from the 200 respondents from different age groups by distributing the questionnaires through online and direct approach to people and make them to fill the questionnaire. Whereas secondary data is collected from some other researcher's articles and it helps my research to show more effective result.

CHI-SQUARE TEST

From the cross tabs we got the chi-square test Chi-square is a versatile statistical test used to examine the significance of relationships between two (or more) nominal-level variables. In the following research project we considered the demographic factors and its influence on the purchasing power of the customer..

Cross tabulation

Gender influence on store environment

 Table 1:Gender * Store environment Cross tabulation

Count

		Store environment			Total
		once in week	once in month	Twice in month	
Gender	Male	46	24	25	95
	Female	18	9	12	39
Total		64	33	37	134

 Table 2:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.282a	2	.868
Likelihood Ratio	.279	2	.870
Linear-by-Linear Association	.174	1	.677

N of Valid Cases	134		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.60.

This test shows you that there is no significant difference between the gender in terms of how much they spend to purchase in online (chi square = .282, p = .868). The same result can also be interpreted to mean that there was no significant difference between genders and there amount of purchase.

Age people effects store environment

Table 3:Age * Store environment Cross tabulation

Count

		Store environment			Total
		once in week	once in month	Twice in month	
Age	Below 25 years	34	16	20	70
	Between 25-35	17	14	11	42
	Between 35-45	13	3	6	22
Total		64	33	37	134

Table 4:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.583a	4	.465
Likelihood Ratio	3.650	4	.455
Linear-by-Linear Association	.133	1	.716
N of Valid Cases	134		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.42.

This test shows you that there is no significant difference between the gender in terms of how much they spend to purchase in online (chi square = 3.583, p = .465). The same result can also be interpreted to mean that there was no significant difference between genders and there amount of purchase.

Table 5:Occupation * Store environment Cross tabulation

Count

		Store environment			Total
		once in week	once in month	Twice in month	
occupation	Business	19	2	9	30
	Service	27	6	4	37
	self employed	9	15	6	30
	Others	9	10	18	37
Total		64	33	37	134

Table 6:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.010a	6	.000
Likelihood Ratio	36.473	6	.000
Linear-by-Linear Association	13.264	1	.000
N of Valid Cases	134		

a. 0 cells (.0%) have expected count less than 5. The min

b. expected count is 7.39.

Table 7:location * Store environment Cross tabulation

Count

		Store environment			Total
		once in week	once in month	Twice in month	
Location	Rural	18	19	23	60
	semi- urban	30	14	0	44
	Urban	16	0	4	20
	Metropolitan city	0	0	10	10
Total		64	33	37	134

Table 8:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.497a	6	.000
Likelihood Ratio	76.101	6	.000
Linear-by-Linear Association	.013	1	.911
N of Valid Cases	134		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.46.

Table 9:Income * Store environment Cross tabulation

Count

		Store environment			Total
		once in week	once in month	Twice in month	
Income	Below 150000	16	12	16	44
	150000-300000	40	16	8	64
	300000-500000	8	5	13	26
Total		64	33	37	134

Table 10:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.349a	4	.002
Likelihood Ratio	17.782	4	.001
Linear-by-Linear Association	.039	1	.844
N of Valid Cases	134		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.40.

Table 11:Gender * window display Cross tabulation

Count

		Window display		Total
		Yes	No	
Gender	Male	68	27	95
	Female	24	15	39
Total		92	42	134

Table 12:Chi-Square Tests

KY Publications

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.295[a]	1	.255		
Continuity Correction[b]	.871	1	.351		
Likelihood Ratio	1.270	1	.260		
Fisher's Exact Test				.306	.175
Linear-by-Linear Association	1.286	1	.257		
N of Valid Cases	134				

a. 0 cells (.0%) have expected count less than

5. The minimum expected count is 12.22.

b. Computed only for a 2x2 table

Table 13:Age * Window display Cross tabulation

Count

		Window display		Total
		Yes	No	
Age	Below 25 years	50	20	70
	Between 25-35	25	17	42
	Between 35-45	17	5	22
Total		92	42	134

Table 14:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.637[a]	2	.268
Likelihood Ratio	2.617	2	.270
Linear-by-Linear Association	.000	1	.991
N of Valid Cases	134		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.90.

Table 15:occupation * Window display Cross tabulation

Count

		Window display		Total
		Yes	No	
occupation	Business	27	3	30
	Service	29	8	37
	self employed	13	17	30
	Others	23	14	37
Total		92	42	134

TABLE 16:Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.641[a]	3	.001
Likelihood Ratio	18.374	3	.000
Linear-by-Linear Association	9.760	1	.002
N of Valid Cases	134		

KY Publications

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.40.

Table 17:location * Window display Cross tabulation

Count

		Window display		Total
		Yes	No	
Location	Rural	46	14	60
	semi- urban	29	15	44
	Urban	14	6	20
	Metropolitan city	3	7	10
Total		92	42	134

Table 18:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.904a	3	.031
Likelihood Ratio	8.339	3	.039
Linear-by-Linear Association	5.933	1	.015
N of Valid Cases	134		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.13.

Table 19:Income * Window display Cross tabulation

Count

		Window display		Total
		Yes	No	
Income	Below 150000	34	10	44
	150000-300000	43	21	64
	300000-500000	15	11	26
Total		92	42	134

Table 20:Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.035a	2	.219
Likelihood Ratio	3.054	2	.217
Linear-by-Linear Association	3.011	1	.083
N of Valid Cases	134		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.15.

MULTIPLE REGRESSION ANALYSIS

The purpose of multiple regression analysis is to investigate the relationship between the independent variables and the dependent variable. It clearly identify the significant between the independent variable and the dependent variable and by using the significant value we can clearly says weather the independent variable is really show a impact on the dependent. And we can also see the anova and the coefficient regression also shows the significant impact of the dependent and independent variables.

Table 21:Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SE[b]	.	Enter

a. Dependent Variable: impulse buying

b. All requested variables entered.

Table 22:Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.064[a]	.004	-.004	5.94545

a. Predictors: (Constant), Store environment

Table 23 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	19.044	1	19.044	.539	.464[b]
1	Residual	4630.640	131	35.348		
	Total	4649.684	132			

a. Dependent Variable: impulse buying

b. Predictors: (Constant), Store environment

Table 24 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	33.593	2.193		15.318	.000
SE	.163	.222	.064	15.318	.464

a. Dependent Variable: impulse buying

Table 25 Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	VM[b]	.	Enter

a. Dependent Variable: impulse buying

b. All requested variables entered.

Table 26 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.272[a]	.074	.067	5.71476

a. Predictors: (Constant), Visual merchandising

Table 27 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	343.393	1	343.393	10.515	.001[b]
1	Residual	4310.913	132	32.658		
	Total	4654.306	133			

a. Dependent Variable: impulse buying

b. Predictors: (Constant), Visual merchandising

KY Publications

Table 28 Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.036	2.548		10.610	.000
	VM	.571	.176	.272	3.243	.001

 a. Dependent Variable: impulse buying

Table 29 Variables Entered/Removedª

Model	Variables Entered	Variables Removed	Method
1	ILᵇ	.	Enter

 a. Dependent Variable: impulse buying

 b. All requested variables entered.

Table 30 :Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.265ª	.070	.063	5.72521

 a. Predictors: (Constant), Income level

Table 31 ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	327.613	1	327.613	9.995	.002ᵇ
	Residual	4326.693	132	32.778		
	Total	4654.306	133			

 a. Dependent Variable: : impulse buying

 b. Predictors: (Constant), Income level

Table 32:Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.425	2.491		11.011	.000
	IL	.744	.235	.265	3.161	.002

 a. Dependent Variable:

DISCUSSION

 A positive relationship of fashion involvement with the impulse buying behavior of the consumers was reported by Park (2006). Whereas, in our study, statistics showed a negative association between fashion involvement and attitudinal and behavioral aspects of impulse buying. Here, according to the statistical interpretation of results fashion involvement can't be taken as impulse buying because consumers having fashion interests, if it is the case, usually buy branded products of high quality and style and like to purchase fashion apparels from their specified shops or boutiques. The study of Coob and Hoyer (1986) reported a strong association between shopping life style and impulse buying behavior. But, in our study shopping lifestyle is negatively associated with the overall impulse buying behavior which is evident from the fact that majority of the consumers are buyers because 53.3% of them hold masters degrees and can plan their purchases. These buyers usually buy from routine store or shops and mostly avoid impulse buying. The statistics of table 2, showed that there is a positive relationship between pre-decision stage of consumer purchase and impulse buying behavior which can be supported by the study of Piron(1993), where they found high significance difference and association for the total of nine items combining pre-decision and post-

decision stage of consumer purchasing with impulse buying. Whereas, deviation in the statistical results are found in the case of post-decision stage of consumer's purchasing behavior.

Hence, According to the results of the analysis, young people having age between (20-29 years), holding master or bachelor degree and belong to a household having income greater than 12,000 Rupees are wise spenders because they plan their spending, have less fashion involvement as table-3 shows that among 165 respondents majority dress for comfort not fashion.

FINDINGS

1) Our research suggests that from all the variables income level and visual merchandising has most impact on consumer's impulsive buying behavior, window displays and store environment somehow impact on DV.

2) Credit Card variable pours negative influence in the impulsive purchasing attitude of customers'.

3) By comparing every one variables and finding their correlation, we come up with an outcome that income level has maximum positive and significant relationship with consumer's impulsive buying behavior .

4) Visual merchandising has second most positive and significant relationship with impulsive buying behavior of consumers.

5) Credit card and visual merchandising has least relationship of just the reliability of our research and is perfect to carry further.

6) We used likert scale to find out data which containing 5 indications i.e.

"Strongly Agree (SA),

Agree(A),

Neutral(N),

Disagree(D),

Strongly disagree(SD)"

respondents were required to give their opinions.

Impulse purchasing is increasing among the shoppers with the proliferation of organized retail in India. Over a period of time, retailers are conducting extensive research to understand what appeals to the senses of the shoppers into making impulse purchases. Retail stores are being designed such that they are more spacious, have soothing music, have well lit aisles and present an overall serene environment, which appeal to the shoppers. The increasing disposable income of shoppers is also adding to the increase in impulse purchases. E-commerce is playing a significant role in enhancing impulse buying as shoppers can have access to a variety of products, along with price and product comparison, which lures them to buy on impulse.

The current study has made an effort in the direction of understanding impulse buying behavior with respect to a number of single impulsivity indicators in beverage purchases. The study reveals that Age, Gender and Time taken to purchase impact the impulse buying behavior positively, whereas Number of people accompanying the shopper does not impact the impulse buying behavior significantly. These findings can enable a retailer and the beverage company; design an appropriate strategy to lure the consumer to make impulse purchases. It is important that shoppers cannot focus exclusively on increasing unplanned purchases as unplanned purchases can also be a result of stocking up goods, which are required in the future. In such a situation, the retailer does not benefit much, as the stocking up behavior will result in reduced sales later. Only items, which were never planned by the shopper, but picked up are true impulse purchases and they enhance the sales and profitability of the store. This limited study will provide some guideline into further research in this area. There are several limitations while doing the study, which must be kept in mind, when considering the results.

The sample size is small and caters to only two cities i.e. Mumbai and Pune. The results therefore cannot be generalized and should be cross validated using diverse product categories and in

other cities and therefore the current study provide a guideline for further analysis. Moreover, it is necessary to replicate the findings using a large sample and across the country so that conclusions can be used for developing a marketing and sales promotion strategy, which can be implemented across the country. Finally, the study illustrates various observations for retail stores, particularly the demographics of customers and time taken to purchase that an organized retailer should consider while developing an appropriate strategy entice shoppers into impulse buying. Impulse buying can be favourably influenced through distribution, advertising and store promotion.

CONCLUSION

Impulse buying has been a challenge for market researchers due to its complex nature. Hausman (2000) mentioned that impulse buying is a complicated and multifaceted phenomenon which accounts for a huge volume of the products sold each and every year. Consumer researchers have mainly focused on identifying the different factors that induce impulse buying in various developed countries (Bayley & Nancarrow, 1998). In the emerging economies, there is a need to study the impulse buying due to recent development in retailing and huge cultural differences when compared to developed economies (Kacen and Lee, 2002). Dramatic increases in personal disposable income, life style and credit availability have made impulse buying a widespread phenomenon across the different retail formats.

Creating an attractive physical shopping environment and in-store stimuli is important to enhance the sales through the unplanned buying (Abratt and Goodey, 1990). Current Indian retailing environment will provide lot of scope for consumer to become impulsive in offline as well as online retail situation for different product categories.

Keeping in mind the universal nature of impulse buying, it can be capitalised by retailers to benefit their respective businesses. The proper combination and synergistic effect of the various factors influencing impulse buying could lead to more sales turnover hence benefiting the marketers and retailers. After the content analysis of the literature, it was possible to clarify the Impulse buying concept, its various dimensions, and its relationship with the consumer, and also to present some research propositions for the development of the knowledge in the field of consumer research. Based upon the changing trends of the market in the developing economies it is possible to infer that impulse buying may turn into a growing area of research.

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