

**A STUDY ON CONSUMER SEGMENTS AND THEIR
PERCEPTION MAPPING FOR RETAILERS IN CONTEXT
OF IMPULSE BUYING**

**Abstract
of
Thesis**

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ABSTRACT

Organized retailing in India has changed the scenario of the consumerism. It has changed the way consumers use to buy the essential items. When there was a dominance of the unorganized retail sector, consumers were not interested in exploring the different varieties and different products because the shopkeeper was either not interested in doing the extra work and briefing the shoppers about the other brands and the products. After the evolution of organized retail in the country things have changed in context of shopping and buying and also in context of revenues. In a decade of 2010-2020 the organized retail sector has reached the new heights. In the same decade consumers changed their way of buying and experiencing the different products. Organized retailing is so much different from the unorganized retail shops. These organized retailers provide the shoppers a wide and big area to shop in thousands of square ft. so that they can easily roam at different places in the store and can feel the item by touching, smelling and watching whichever is possible. Shoppers can spend more time in exploring the items placed in the shelves of the store. These organized retail stores are designed fancy in such a way that the shoppers get excited to roam inside the store, the displays in the store are made fancy with such kind of attractive items such as any attractive dress or a jacket or it could be an imported chocolate with attractive packaging. The ambience inside such type of stores is soothing for the shoppers as per the previous studies by many experts. Such type of retail arrangements have changed the way the consumers use to perceive in an unorganized retail setting and this is the reason that the organized retail store is making good profits and has become one of the top most performing sectors in Indian economy.

There is a very interesting phenomena related to these organized retail spaces and that is known as impulse buying or impulsive purchasing. This is a very interesting but a complex phenomenon. Impulsive purchasing is purchasing without thinking and without thinking about any future consequence of buying impulsively (Verplanken and Herabadi, 2001). This is a very common looking incidence now a days in the organized retail sector. This type of buying has been studied by many experts and academicians in different aspects such as the aspect of time availability with a shopper, aspect of store characteristics and aspect of consumer characteristics.

This present study encompasses both the organized retail and the impulsive buying in a very different context. This study has been conducted to segment the impulsive buyers themselves

into different segments on the basis of their psychographic characteristics. These impulsive buyers are segmented on the basis of behavioral aspects. Four different aspects have been taken to conduct the study which are Materialism, Uniqueness, Innovativeness and Price Sensitivity. The impulsive buyers having the tendency to buy impulsively are segmented according to these four above mentioned aspects. There have been many studies conducted on the impulsive buying phenomena but none of the studies have been conducted taking all these factors together in context of impulse buying neither any scales have been developed for these aspects particularly in context of impulse buying.

Secondly this study presents the most preferred store on the basis of consumer perceptions. Seven retail stores have been taken for the study and those retail stores are of high priority for the consumers and is available in almost every urban place of the country. These stores are Reliance Trends, Big Bazaar, Easy Day, Shoppers Stop, Pantaloons and Vishal Mega Mart. An imaginary store has also been included in the study which is not present physically but it will be made of consumer's perception that what type of store they want to experience. This perception of stores is presented on a perceptual map having two dimensions; one is price sensitive store and the other is unique store. The impact of the four above mentioned personality types has also been observed on the impulse buying of consumers.

This study has been organized into five chapters that are Introduction; Literature Review; Research Methodology; Data Analysis and Interpretation and Findings, Conclusions and Suggestions.

The First Chapter is Introductory in nature and is a prelude to a need of the research study highlighting the relevance of the topic. Further, the introduction intends to give the crux of the research. The chapter explains the importance of the topic what are the essential of the research, it justify the significance of the topic and the theories related to the topic and provide a theoretical setting of the study.

The Second Chapter provides a theoretical basis of the research and the review of the literature. The definitions are constructed and given over a period of time by the author and various researchers and the policy makers. It also gives the outline of the work done in the relevant area in different countries providing an academic base for the continued research in an appropriate direction. Different theoretical models along with the block diagrams of the

impulse buying have been included in the chapter for clearing the concepts of the impulse buying phenomena.

The Third Chapter presents research methodology and design adapted for the studies. It gives an account of research objectives, the scope of the research, the research methodology, the design of the research, significance and the need for the research and the necessary hypotheses. The research design is a mix of descriptive and exploratory research technique. It further gives an explanation of the population under study to which the result of the research can be efficiently applied. For the achievement of objectives of the research Cluster Analysis technique (hierarchical and non-hierarchical) and MDS (Multi-Dimensional Scaling) have been used. The size of the sample is 413 and the sampling technique used is mall intercept survey.

The Fourth Chapter is data analysis and interpretation which presents the result for all the research objectives. The chapter provides a demographic analysis of the respondents in the form of graphs and tables using percentage analysis. The Chapter includes the reliability of different scales constructed. Data interpretation includes the cluster analysis for segmenting the impulsive buyers on the basis of their dominant personality and Multi-Dimensional Scaling has been used for obtaining the perceptual map of retailers on the basis of consumer perceptions. Correlation among the variables has been observed and the regression technique has been used to observe the impact of the personality aspects on impulse buying.

The Fifth Chapter includes the findings, conclusions and suggestions of the study. It has the objective wise result where it has been found that 414 respondents have been segmented into three different clusters based on their dominating personality type. On the basis of the perception of the shoppers Reliance Trends has become the most favored store on both the dimensions of unique store and price sensitive store. At last this chapter also included the direction for future research and the limitations of the study.

The thesis focuses on exploring the different type of impulse buyers. That is why segmenting has been done and clusters have been made. Through identification of the impulse buyers that which type of buyer belongs to which segment will made it easy for the retail managers or the retail policy makers to enhance their revenues and increase their sale by manifold. According to previous studies impulsive buying accounts for almost 70% of the revenues earned by the retailers. This makes it important for the retailers that how to identify the impulse buyers and how to sell them more and more by luring them to buy as

impulsive buyers not think much before buying. Retail managers and policy makers can design policies after going through the suggestions of this research as it would be beneficial for them in increasing the revenue.

Other part of this study focuses on the perceptions of the consumers for retailers. The retail stores which are not up to the mark on consumer perceptions should improve themselves so as to increase their sales when it comes to impulse buying. On the basis of two dimensions these stores has been ranked by the consumers which are Unique store and Price Sensitive store. Working on these two dimensions the retailers which are on the least position or in the middle somewhere can reach to top positions by following the suggestions in this study.

An imaginary store which is named as Consumer's Ideal Store has been included in the study and it has been found that there are many suggestions related to this store that what things they want to see and experience in an ideal store of their choice. By following their suggestions which has been suggested by the researcher they can get more benefitted as their sales will improve automatically if they succeed in following the suggestions.