

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

Thesis

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Supervisor

Dr. RAMESH KUMAR CHATURVEDI
Assistant Professor

Research Scholar

SHIVANG DWIVEDI
Enrolment No-1397/16

**DEPARTMENT OF RURAL MANAGEMENT
SCHOOL FOR MANAGEMENT STUDIES
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY
(A CENTRAL UNIVERSITY),
VIDYA VIHAR, RAE BARELI ROAD, LUCKNOW- 226025,
UTTAR PRADESH, (INDIA)**

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DECLARATION

I, Shivang Dwivedi, Ph.D. scholar hereby declare that the thesis titled “**A STUDY ON CONSUMER SEGMENTS AND THEIR PERCEPTION MAPPING FOR RETAILERS IN CONTEXT OF IMPULSE BUYING**” has been prepared by me under the supervision of **Dr. Ramesh Kumar Chaturvedi**, Assistant Professor, Department of Rural Management, School for Management Studies, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow. No part of this thesis has formed the basis for the award of any degree, diploma or fellowship previously. Further, I declare that the material embodied in the present work is based on the original research work and the indebtedness to others has been duly acknowledged at relevant places. I also declare that the thesis is essentially free from all kinds of plagiarism.

(Shivang Dwivedi)

Enrolment No: 1397/16

Department of Rural Management,

School for Management Studies,

Babasaheb Bhimrao Ambedkar University

(A Central University)

Vidya Vihar, Raebareli Road,

Lucknow- 226025 (U.P), India.

CERTIFICATE

This is to certify that thesis titled “**A STUDY ON CONSUMER SEGMENTS AND THEIR PERCEPTION MAPPING FOR RETAILERS IN CONTEXT OF IMPULSE BUYING**” submitted by **Mr. Shivang Dwivedi** is an original research work and has not been previously submitted in part or full for the award of any other degree or diploma to this or any other university.

The thesis submitted to Babasaheb Bhimrao Ambedkar University Lucknow satisfies all the requirements as stipulated in the Doctor of Philosophy (Ph.D.) regulations -1999 as amended in 2008/2010/2013 and it is fit for submission and evaluation for the award of the degree of Doctor of Philosophy of the University.

Date:

Supervisor

Head of the Department

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Enrolment No. 1397/16

PREFACE

In a span of one decade 2010-2020, Indian organized retail industry has reached up to a benchmark position and now the organized retail sector is one of the top performing sectors of our country and serving the needs of the people. In this time span of ten years many new retailers emerged and gave a tough time to old and traditional Indian retailers and as a result of this the retail sector got flourished and a healthy competition among the retailers made this industry one of the top most performing sector of the country. These organized retail stores provides almost each and every thing that a consumer want to purchase for fulfilling his daily needs or fulfilling his/her special needs. Many studies have been performed on organized retail and it has been found that impulsive purchase is a phenomenon that is helping retail in enhancing their revenues up to a great extent. The basis of this study is based on the impulsive purchase by the shoppers in the organized retail. The impulsive buyers have been segmented according to their psycho graphic characteristics in context of impulsive buying in organized retail. This study has made it easier for the retailers to target their consumers by identifying the segment to which a shopper belongs to. Secondly this study has found a perception map of the different retail stores according to the consumers and based on that perception map the retail stores have been identified from most preferred to least referred and this will give retailers to improve their functions and to rectify their loopholes to perform better and stand on the customer's expectations.

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

The First Chapter is an 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 ways 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 maker. 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.

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 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.

The Fourth Chapter is Data Analysis and Interpretation which presents the result for all the research objectives. The research provides a demographic analysis of the Impulse buyers their gender, annual family income and education level in the form of pie-chart and percentages and the variable of the objective outcomes constructed in a table. The Chapter includes data interpretation encompassing the cluster analysis of the impulsive buyers according to their dominant personality type. Data interpretation consists of the perception map of the different retail stores. Correlation and Regression are also used as a tool for the association between the variables and to know the impact of variables on impulse buying.

The Fifth Chapter includes the findings, conclusion and suggestions of the study. It has the objective wise result in which the different consumer segments are discussed. These segments formed are named accordingly according to the behavior of the impulse buyer. With the different clusters formed a perception map has also been formed determining the position of different retailers in the market with a pseudo retail store being taken named as Consumer's Ideal Store. At last at the end future research directions and limitations of the study has been provided.

Lastly, the references of the study has been given. The sources from the books, internet sources, articles, google search and other sources have been used in the research.

Shivang Dwivedi

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
IBEF	Indian Brand Equity Foundation
IBT	Impulse Buying Tendency
RAI	Retailers Association of India
SPSS	Statistical Package for the Social Sciences
Ho	Null Hypothesis
H1	Alternate Hypothesis
AMA	American Marketing Association
MDS	Multi-Dimensional Scaling
BCG	Boston Consulting Group
FDI	Foreign Direct Investment
GST	Goods and Services Tax
CARE	Credit Analysis and Research Limited

CHAPTER I

INTRODUCTION

Like most retailers, we don't know exactly where we will land at the end of it but our curiosity and willingness to create will be a guide for us. (Jesper Brodin, CEO, IKEA)

My company is an extension of me, so when I designed my stores I wanted people to feel that they were at my home. (Tory Burch, Founder & Creative Director, Tory Burch)

These above mentioned few lines are introducing a glimpse of retail sector strategy that how rigorously they are working on improving themselves day by day and how much concerned they are for the people coming to the stores. Talking about our country India, retail sector has shown a tremendous amount of potential and growth. Day by day as the rivalry has been increasing among the retail players the more they are working on the customer service, support and satisfaction. After the emergence of organized retail sector in India the consumerism has been changed dramatically. With the rise in disposable incomes and the rise in purchasing power parity of middle class the retail sector has seen a tremendous growth as the consumption pattern of the people has now changed in the recent years. Indian retail growth is the fastest in the world due to economic growth. According to a report by Boston Consulting Group (BCG) India is expected to become the world's third largest consumer economy by 2025. The report says it all as India is the second largest populated country therefore the need and demand will always be there and this is what the report justifies. According to a report published by IBEF in December 2019 (Indian Brand Equity Foundation), India ranked first in the Global Retail Development index 2017 and the factors contributing to this are middle class and rapidly growing consumer spending (ibef.org). A paradigm shift has been observed in the consumption pattern of consumers and that is why the retail sector is undergoing through a major transformation phase. Consumer behaviour is the major driver of this change in the consumption patterns of the consumer and this is the key why such change appeared in the recent past years. Consumer behaviour deals with the buying, consumption and spending patterns including consumer's emotional, behavioural and mental responses. After a short and basic introduction of retail about the retail sector and the opportunities in it we will further move to the overview of retail, its definition and description of retail sector and its growth drivers including history of organized retailing in India with the different stages of retail in India. Then we will move forward to the concept of impulse buying with reference to organized

retail sector as well as different types of retail stores in existence like hyper market, super market etc. will be discussed.

1.1 OVERVIEW

Retail is a ubiquitous exercise which has been practiced all over the world and it has become a lifeline of the world's economy. According to American Marketing Association "Retailing consists of the activities involved in selling directly to the ultimate consumer for personal, non-business use. It embraces the direct-to-consumer sales activities of the producer, whether through his own stores by house to house canvassing or by mail order business." Unquestionably retail sector made our lives easier in this fast moving world. Retail have all the answers about the questions of shoppers whether it is a daily need product, a premium product or any FMCG (fast moving consumer goods) product. From the point of view of a consumer retailing could be seen as a simple and easy activity but from the retailer point of view it is not that easy as it seems to be. Retailing is the combination of several arrangements starting from decision making of what stocks are to be made available and for that retailer has to deal with the vendor who supplies the necessary goods, then the time it takes to receive orders from the vendors then deciding about the creating value of these stocks and how to present the goods to the consumers at a suitable and competitive price. That is why retailing is not an easy task and the most important task to engage the shopper so that he/she visits the store on regular basis. Retailing also provides jobs, one can see a lot of employees in the retail arena. Retail sector provides a lot of employment to the people thus helping the economy. Though most of the retail stores in the country are corporate backed retails. A few of them are Big Bazaar (Future group), Westside (TATA), Reliance Fresh (Reliance Group) etc. Retail made our lives easy by making available all the items needed by us at a single place.

1.2 IMPORTANCE OF RETAILING

As the last connection among customers and producers, retailers are an indispensable piece of the business world. Retailers increase the value of items by making it simpler for produces to offer and customers to purchase. It would be excessive and monotonous for one to discover, contact and make a purchase from the maker each time one expected to buy a sweet treat, a sweater or a bar of chemical. Correspondingly, it would be expensive for the makes of these items to find and disseminate them to buyers separately. By bringing huge numbers of makers and buyers together at a solitary point, retailers make it workable for items to be sold, and,

thus, business to be finished. Retailers likewise give benefits that make it not so much hazardous but rather more enjoyable to purchase items. They have salesmen close by who can answer questions, may offer credit, and show items with the goal that shoppers realize what is accessible and can see it before purchasing. What's more, retailers may give numerous additional administrations, from individual shopping to blessing wrapping to conveyance, that expansion the estimation of items and administrations to customers.

After some time, and especially since the laws that enabled makers to set costs were annulled, retailers have turned out to be more predominant in the dispersion channel. Their aloof wholesaler status has been changed into a more forceful one, utilizing cost as a focused weapon, presenting scopes of possess marked merchandise private names and creating shopping conditions that induce devotion to an outlet as opposed to dedication to an item. This move in charge from the maker to the retailer has been furthermore improved by information development that has engaged retailers to get a progressively unmistakable perception of their customers' purchasing models and tendencies. Today, retailers put an extensive proportion of highlight on customer advantage which is described as the "total of acts and parts that empower customers to get what they need or yearning from your retail establishment". Advances in development, like the Internet, have helped make retailing a fundamentally even more empowering field starting late. The idea of the business and the way retailing is done are right now experiencing crucial changes. For instance, despite the fact that the Internet is starting to make it feasible for makers to pitch straightforwardly to shoppers, the very inconceivability of the internet will at present make it exceptionally troublesome for a buyer to buy each item he or she utilizes specifically.

Likewise, customary retailers with physical stores will keep on being vital. Obviously, retailers who offer individual administrations, similar to hair styling, should have eye to eye collaboration with the shopper. In any case, even with items, shoppers frequently need to see, touch and attempt them before they purchase. Or, then again, they may need items instantly and won't have any desire to sit tight for them to be sent. Likewise, and maybe in particular, by and large the experience of going by the retailer is a critical piece of the buy. Everything that the retailer can do to make the shopping knowledge pleasurable and fun can help guarantee that clients returned.

1.3 EVOLUTION OF RETAIL AND RISE OF ORGANIZED RETAIL IN INDIA

The lineage of retail in India goes way back when barter system was used for exchanging goods to fulfil the needs of one another. The signs of lifestyle related retailing has been found with evidence in the excavations of Harappa and Mohenjo-Daro where ornaments, apparels, foot wares etc. were extracted. This implies that even in that time retailing existed. The purpose of retailing is the same whether it is about the ancient times or about the modern time and the purpose is to serve to the needs of a consumer. After the ancient era, in the medieval Indian era peddlers used to gather the items and covers long distances to sell the items to the needy consumers because at that time the markets were too distant to be covered by the consumers (Singh Mandeep, 2012). These peddlers played the role of a retailer in bygone days. As the time advanced and with development of cities and towns the retail took place in the form of melas (fair) and Haats weekly or any specific days of the month. Moving further to the post-independence era the retail in fashion and clothing along with other necessary goods introduced. The cloth merchants and the India's established business houses ventured and came with some retail and franchisee outlets. It is very difficult to name some of those retailers but a few of them were from Delhi and Bangalore. The practice of retailing was systematically exercised with the Haat bazars and melas in India. The Haat Bazaars are still working in many parts of the country they are running successfully and from these Haats where merchants used to put their produce or goods to sell to the consumers emerged the concept of local shopkeepers known as Banias. These neighbourhood retail shops are called as Kirana stores. These were the traditional retailers who used to put or gather all the necessary products or items for the purpose of daily use like sugar, salt, bathing soap etc. These kirana stores were very successful in their local area as almost all the neighbourhood consumers in need goes to these kirana stores and buy necessary goods at a suitable price. These local shopkeepers can be considered as the entrepreneur at that time. This kirana retail structure is the oldest one after the independence era and is still working in all towns and cities even in rural areas. The basis of the retail in India are these Haats, melas and the neighbourhood Kirana shops. With the emergence of modern retail in the country the culture of kirana, Haats and melas is now at the verge of extinction. These modern and organized retail stores are having a super structure with spread in a large and gigantic area and attractive visual merchandising with a suitable price of the goods so that the shoppers get excited and goes to these big retail stores where a large variety of all the necessary goods is available for the shoppers. Almost all the category of shoppers visit these retail stores and only a few that are literally very poor and earn on daily wages are still going to neighbourhood kirana shops. This undertaking of extension of organized retail was additionally encouraged by improvements in the land situation as the country's initial large

mall from having a large areas in lakhs of square feet came up in 1990 and this was just the starting as there were other players preparing. Almost 10 years after the date by Mumbai's Crossroad shopping center (150,000 sq.ft.) from Piramal Holdings and New Delhi's Ansal Plaza (200,000 sq.ft.) from Ansal Properties and Infrastructure in 1999. We will now move to the journey of retail which has been broadly categorised into four stages.

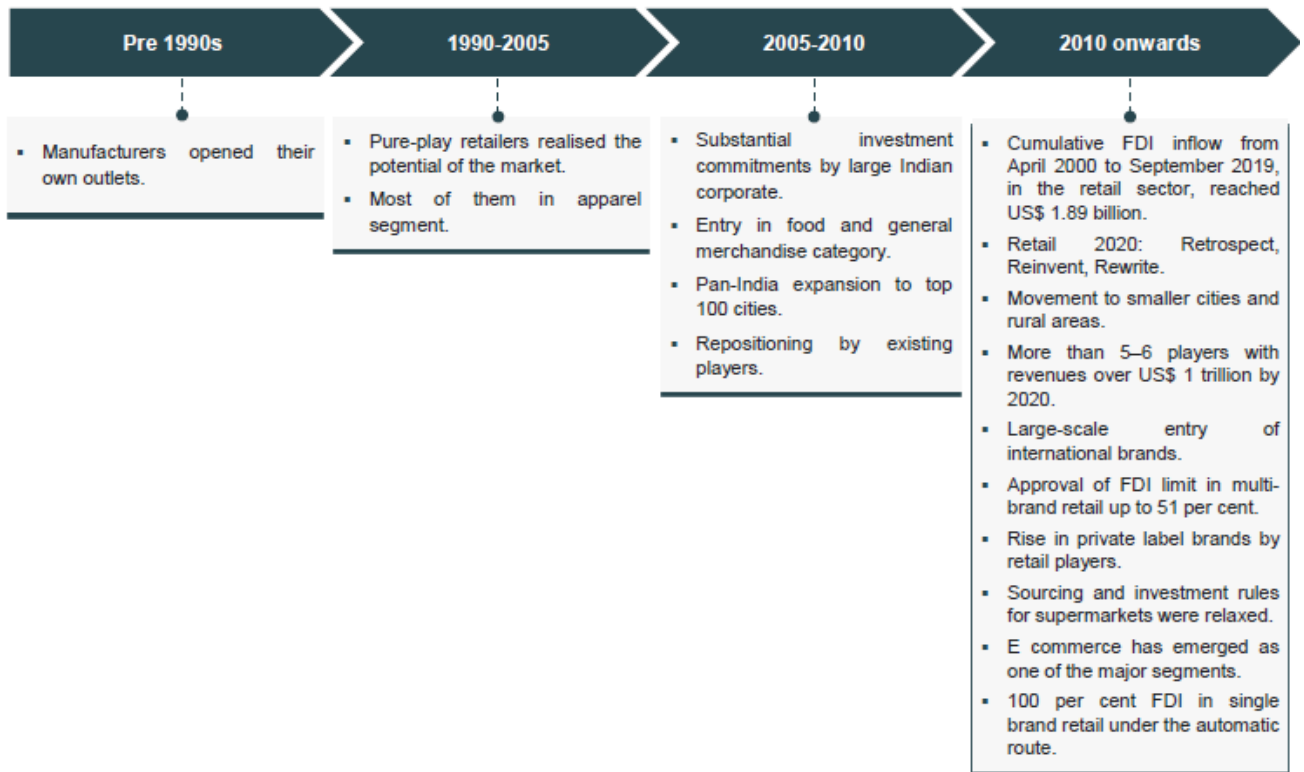
- Initiation of Retail in pre 90s
- Conceptualization of Retail from 1990 to 2005
- Expansion of Retail from 2005-2010
- Consolidation of Retail 2010 onwards

1.3.1 Initiation of Retail:

The underlying development of current retail in India basically happened through textile tycoons forward joining in retail. This stage was basically ruled by the makers setting up their quality in retail. The major names during this period included Bombay Dyeing, the Raymond Group, the S Kumars Group and Bata to give some examples. Local and State Government offices and co-employable bodies, for example, the Public Distribution System, Mother Dairy, Kendriya Bhandar, Super-Bazar, and so on likewise assumed a key job in the India retail as unique retailers. In addition, these early years likewise observed development of local chains principally in the southern area and a portion of these chains later settled themselves across the nation.

Among noteworthy textile houses that made an early engraving, Bombay Dyeing is unmistakable to make reference to. The Group's development comes back to the late significant lots of 1800 when Bombay Dyeing started a chain of by and by 600 Exclusive Brand Outlets (EBOs) across India. The Raymond Group on the other hand was set up in 1925 and was another textile major, which hopped into retailing during the 1950s and at long last got one of the nation's noteworthy retailers, with different clothing marks in its folds. Today is applicable to determine that Raymond has in excess of 390 stores across 180 urban territories in India. Set up in 1948, the S. Kumars Group addresses one increasingly textile major, which was an initiating retail experience of India. These remained the principle made retailers in the country for a noteworthy long time, till the post 1990s period saw another appearance of members in the retailing business. A recent report by Indian Brand Equity Foundation (ibef) published in 2020 shows the retail era starting from 1990 and till today (2020) mentioning the different phases since 1990 till now.

Fig 1.1: Evolution of Retail



Source: Technopak Advisors Pvt Ltd (ibef.org)

1.3.2 Conceptualisation of Retail:

The edge of the 1990s saw a fresh start in the retailing industry. This time around it was not the producers searching for an elective deals channel, however some new and product focused retailers who entered the retail showcase, to grow across India, for example Pantaloons, Shoppers Stop and Lifestyle. It is intriguing to take note of that the vast majority of the new retailers in this period concentrated for the most part on clothing and other related style classes. A significant event during this time was the advancement of the Indian economy and opening of passage open doors for remote brands/retailers. The original of universal brands to make a section during this stage included McDonalds, Benetton, Levi Strauss, Adidas, Reebok and Nike, to give some examples.

1.3.3 Expansion of Retail:

As the name suggests, this is possibly the most unique time of the Indian retail industry to the extent advancement, entry of new players and improvement of new setups. A creating average

class, growing additional money similarly as a gigantic and energetic client masses has come to fruition into a snappy improvement in the Indian retail grandstand.

Having comprehended the enormous capacity of the by and large unfamiliar neighbourhood showcase, huge names like Mahindra and Mahindra, Reliance, Tata, Aditya Birla and Essar entered the Indian retail field during this period. The greater part of these gatherings submitted huge interests in the retail section and expected to set-up presence across country over brands which acknowledged basic accomplishment in the up and coming years. Their success got overall retailers, for instance, Metro AG, Max Retail, Shoprite, Hyper city, etc and even more starting late the retailing mammoths like Carrefour, Tesco and Zara have also made their Indian appearance and were sure about their advancement in this market, however others like Bharti-Walmart, Spar, Debenhams and Mother Care have quite recently settled their quality here.

Besides big combinations and worldwide retailers, different regional players particularly in the general store parcel have in like manner prepared activity. The period has seen the ascent of new associations like cash and pass on, huge game plan discounters, food courts, multiplexes, kids' play zones and gaming zones.

On the land front there has been a frantic activity with a gigantic number of malls proposed/made across significant metros and exceptional level II-urban networks. The size of the shopping centres has likewise experienced fast change from a normal size of 150,000-200,000 sq.ft to 500,000-1,000,000 sq.ft.

This fast development has likewise pulled in the extravagance item section in a situation of monetary progression alongside rising buying power equality (PPP) record of household customers. The most significant classifications of extravagance merchandise, which have pulled in the customers are very good quality cars, gadgets and other home improvement items, other than style, way of life and high end food. Worldwide extravagance brands, (for example, Louis Vuitton, Hugo Boss, Salvatore Ferragamo, and so on.) were retailed in India from late 1990s. In any case, till around 2005 they were retailed uniquely through franchisee accords, because of the nonappearance of any strategy allowing Foreign Direct Investment (FDI) in single brand retail. With the FDI approach 2005-2006 permitting single-brand remote retailers to accept a stake up to 51% in a joint venture with a neighbourhood firm, the progressive years saw section of a few premium brands (Giorgio Armani, Versace, Gucci, and so forth.) for the most part through joint ventures. Despite these upgrades the luxurious retail didn't show such an improvement considered. One of the basic roles behind this was the nonappearance of a

luxurious retail condition. There was an obvious absence of premium spaces for premium brands which in view of which the early members restricted their quality to star category hotels in key urban territories so to speak. Even more starting late, world class retail space decisions like The Collection at UB City, Bangalore and DLF Emporio in Delhi, surfaced, other than star motel squares giving clear signs of improvement.

1.3.4 Consolidation of Retail:

In this day and age, customers expect a wide assortment of choice when they stroll into a major box retail location. They need to see their preferred brands and they anticipate that their chosen one should be available whenever they stroll through the entryways. Subsequently, brands have needed to adjust their inventory chains to fulfil these expanding needs.

Numerous brands feel that on the off chance that you aren't offering your items to enormous box retailers, you are passing up potential income. Be that as it may, the opposition for rack space is furious and large box retailers have expected to uphold exacting consistence necessities to stay aware of interest.

These consistence necessities can feel overpowering to brands who are simply attempting to get their items on the racks. They need to race to fulfil time constraints—in some cases being compelled to send not less than truckload (LTL) shipments or hazard paying high consistence fines. Fortunately, brands don't need to pick between erratic cargo expenses and high consistence fines. Retailer Consolidation permits brands to save money on their transportation costs and diminish consistence fines by exploiting a mutual production network arrange.

Exploiting a common supply chain network implies agonizing over missing consistence cut off times or worrying about fines. Retailer Consolidation permits brands to join their LTL shipments with different brands who are heading off to the equivalent big box retailer. This decreases their fines as well as diminishes the quantity of harms/misfortunes and lessens their carbon outflows as they are sending less trucks out and about.

Brands are not, at this point stressed over sharing truckloads with their opposition. With expanding client desires, driving brands have understood that it's a more intelligent play for them to contend with their opposition on the retail floor, as opposed to their inventory chains. In general, working with an outsider coordination's supplier that offers Retailer Consolidation Services will improve your primary concern and give you significant serenity realizing that your items will be in the perfect spot at the opportune time and at the correct expense.

ACQUIRER NAME	TARGET NAME	DEAL TYPE	YEAR
Amazon	Future Retail	Acquisition (49%)	August 2019
Aditya Birla Fashion and Retail Limited (ABFRL)	Jaypore and TG Apparel & Décor Pvt. Ltd	Acquisition	June 2019
Reliance Industries Ltd (RIL)	Hamleys	Acquisition	May 2019
Future Enterprises Ltd	LivQuik Technologies (India) Pvt Ltd	Acquisition (55%)	October 2018
Amazon and Samara Capital	More	Acquisition	September 2018
Reliance Retail Ventures Ltd (RRVL)	Genesis Group	Acquisition	September 2018
Walmart	Flipkart	Acquisition	May 2018
Future Group	Hyper City	Acquisition	October 2017
Berger Paints	Chugoku Marine Paints	Collaboration	April 2017
Myntra	InLogg	Acquisition	April 2017
Flipkart owned Myntra	HRX	Acquisition	August 2016
Myntra	MotoGP	Collaboration	August 2016
Aditya Birla Fashion & Retail	Forever 21 (India Business)	Acquisition	May 2016
Idein Ventures	Infurnia	Joint Venture	January 2016
Paytm	Near.in	Acquisition	December 2015
Morgan Stanley	Flipkart	Private Equity	June 2015

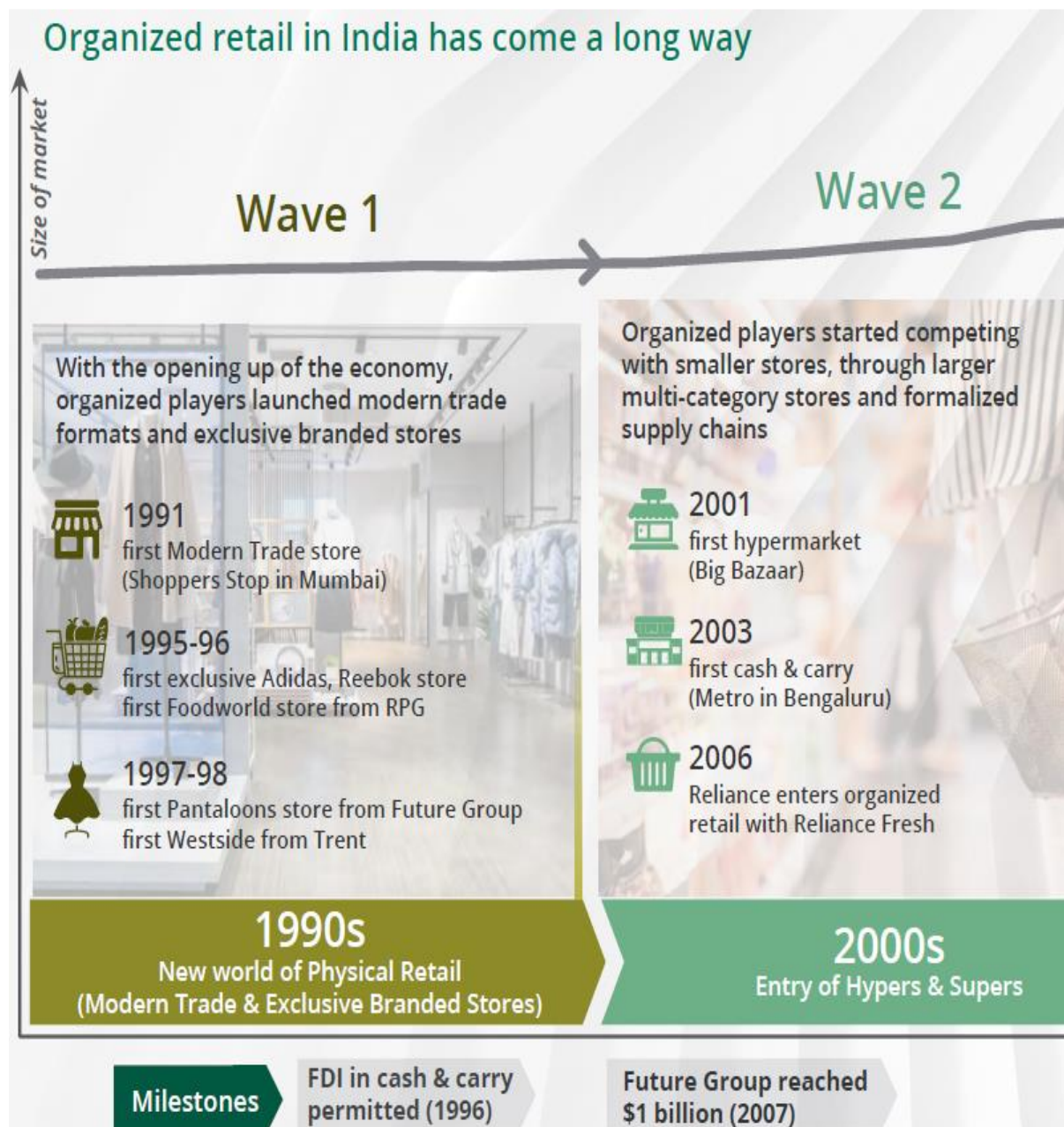
Table 1.1: Recent Merger and Acquisition Deals in Indian Retail Sector

Source: Bloomberg and Thomson ONE Banker, News Article (ibef.org, 2020)

1.4 ORGANIZED RETAILING AS A TURNED AROUND SECTOR

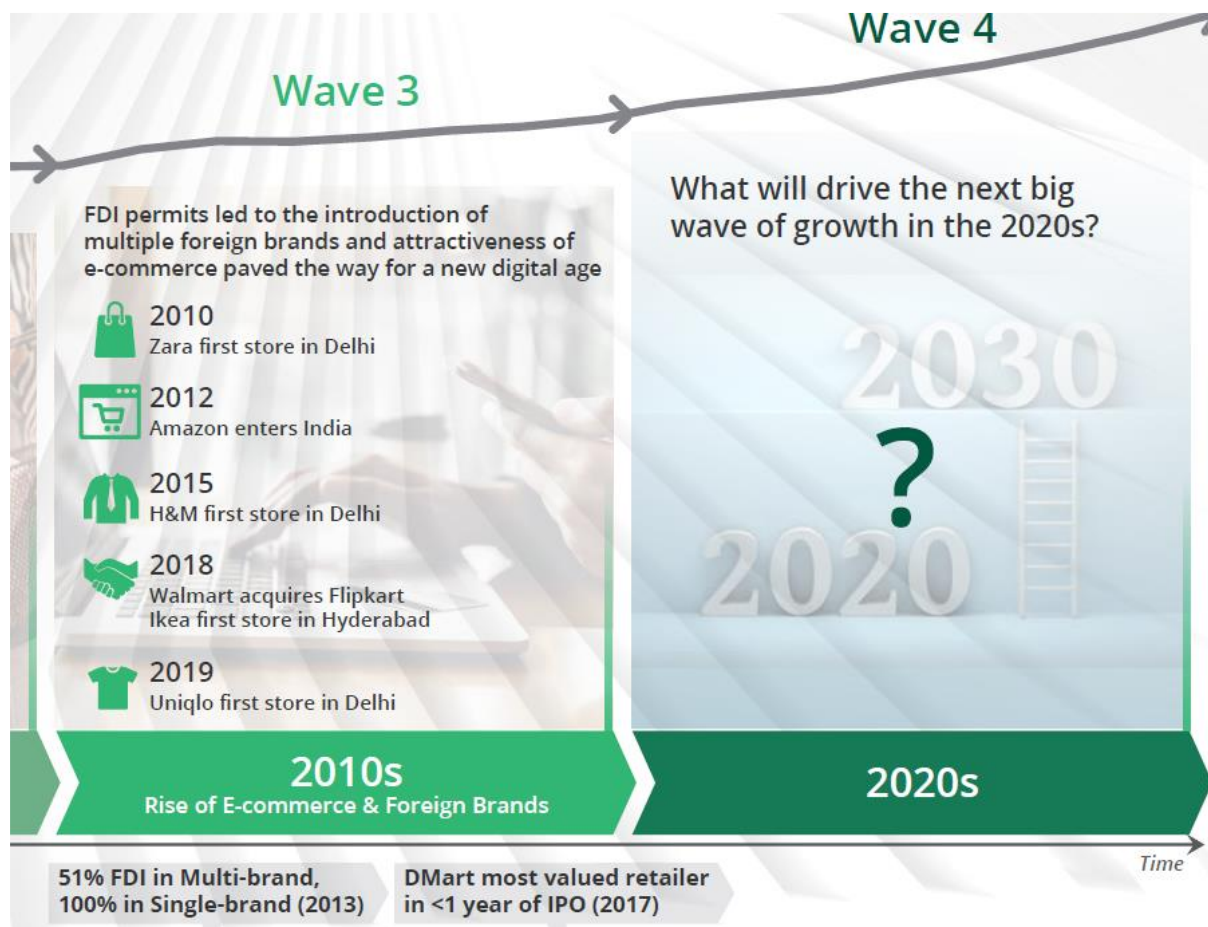
Retail in India has made some amazing progress. Advancement has seen streams of development in the course of recent decades which can be combined into three particular waves. The first wave was about another physical universe of retail experience through huge arrangement multi-brand stores also, exclusive branded stores, the second was activated by the section of huge players in food retail through hyper stores, and the third powered by ascent of online business and remote brands. Though, we are only talking about the physical retail, online retailing will not be discussed.

Fig 1.2: Phases of Organized Indian Retail



Source: Retail 4.0 “Winning the 20s” by BCG & RAI-2020

The Indian retail showcase is assessed to cross \$1 trillion-mark by 2025 and top five retailers could take on a larger section of the business, coming to more than 10 percent share of the overall industry each in the following decade. The Indian retail sector is probably going to hit \$1.1-\$1.3 trillion dollar mark from 0.7 trillion of 2019 at 9-11 percent CAGR development driven by different basic, socio-segment and financial drivers fuelling utilization, said the report by Retailers Association of India (RAI) alongside Boston Consulting Group (BCG) titled “Retail 4.0: Winning the 20s”.

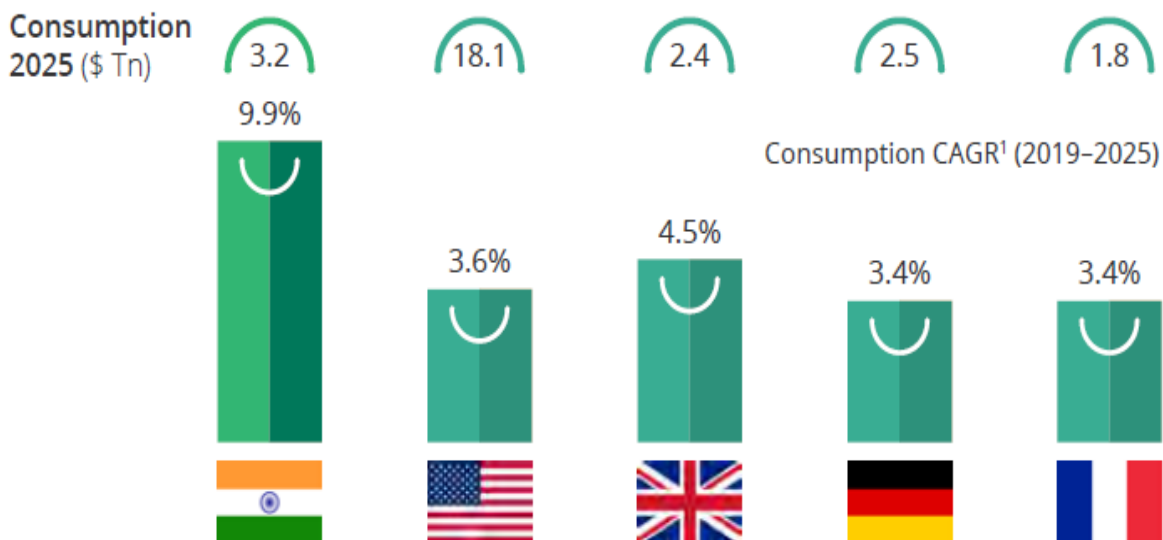


Source: Retail 4.0 “Winning the 20s” by BCG & RAI-2020

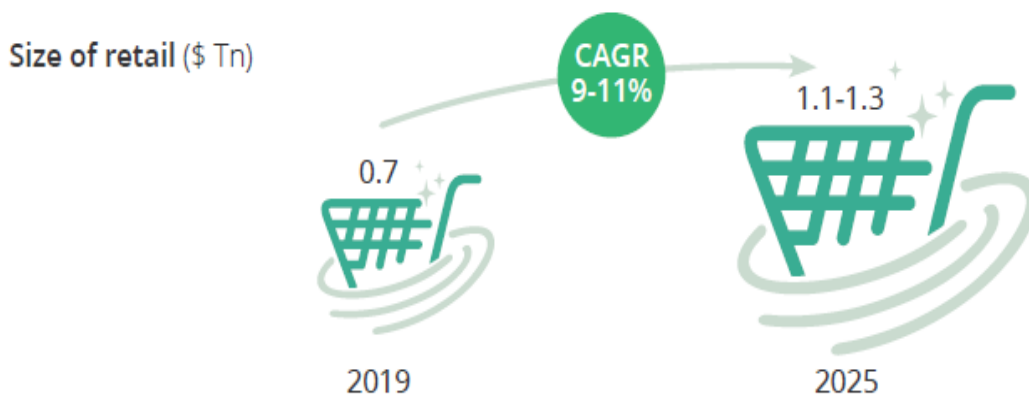
Indian Retail market is going to be in purple patch in the upcoming years and is still performing well. Due to large amount of FDI’s and advancement in CAGR as reported will beat the big economies like USA, UK and China. The consumption pattern of the Indians due to the many socio demographical, structural and economic drivers will see a tremendous change as of now. Organized retail sector is showing a promising potential in the Indian economy and it will going to boom only in the decade of 20s as per the current reports.

India retail market estimated to reach \$1.1–1.3 Tn by 2025

Indian consumption likely to outperform developed countries



Indian retail expected to grow at 9-11%



Source: Retail 4.0: “Winning the 20s” (Report by BCG & RAI-2020)

1.5 DRIVING FORCES OF ORGANIZED RETAIL

Indian retail is seeing a combination of a few good factors, for example, consistent financial development, positive socioeconomics, simple accessibility of credit, interests in framework creation, and supply of land and shopping centres. This, combined with low entrance has made a base for the following huge jump of development for the sorted out retailing industry. The organized retail in India is in charge of activity with strong development in the economy streaming down to each fragment in the nation and the immediate recipient of this impact is

the shopper. Over the most recent couple of years, the nation has seen development of an enormous and developing buyer gathering, with tastes and inclinations tremendously not the same as the more seasoned arrangement of shoppers. The new customer bunch residing in the nation is well-prepared to get behind the present day retailing patterns. Assisting the vigorous demand situation, made by the appealing shopper set, is the interest in inventory network and land that will take composed retail the nation over.

The main impetuses for the retail segment have been expanding over some stretch of time. An expansion in the degree of urbanization, increment in cooperation pace of ladies in the work power, taste and individual utilization consumption have added to the development of retail industry in India. Extensively, the key drivers of development of organized retail in present day India can be arranged into two primary variables:

Demand Side Factors and Supply Side Factors

1.5.1 Demand Side Factors: These factors belongs to the customer’s demands which are discussed as follows.

1.5.1.1 Rising Youth Population

Indian consumer market is the world’s youngest market with median age of 28.7 years (Source: 2020 CIAWorld Factbook, https://theodora.com/wfbcurrent/india/india_people.html) with median age of males 28 years and median age of women 29.5 years. 50% of Indian population lies below the age of 25 and 65% lies below the age of 35 (https://en.wikipedia.org/wiki/Demographics_of_India#cite_note-11). The populace in this age bunch is progressively unique as their utilization pattern is driven by wants as opposed to needs. Along these lines, the organized retailing, which flourishes with way of life items, is relied upon to get a lift as a result of the youthful populace by 2020. A huge extent of the working-age populace means a worthwhile purchaser base versus different economies of the world, putting India on the radar as one of the most encouraging retail goals of the world. A table is given below comparing the largest economies of the world with their median ages.

Table 1.2: Median Age of Major Economies

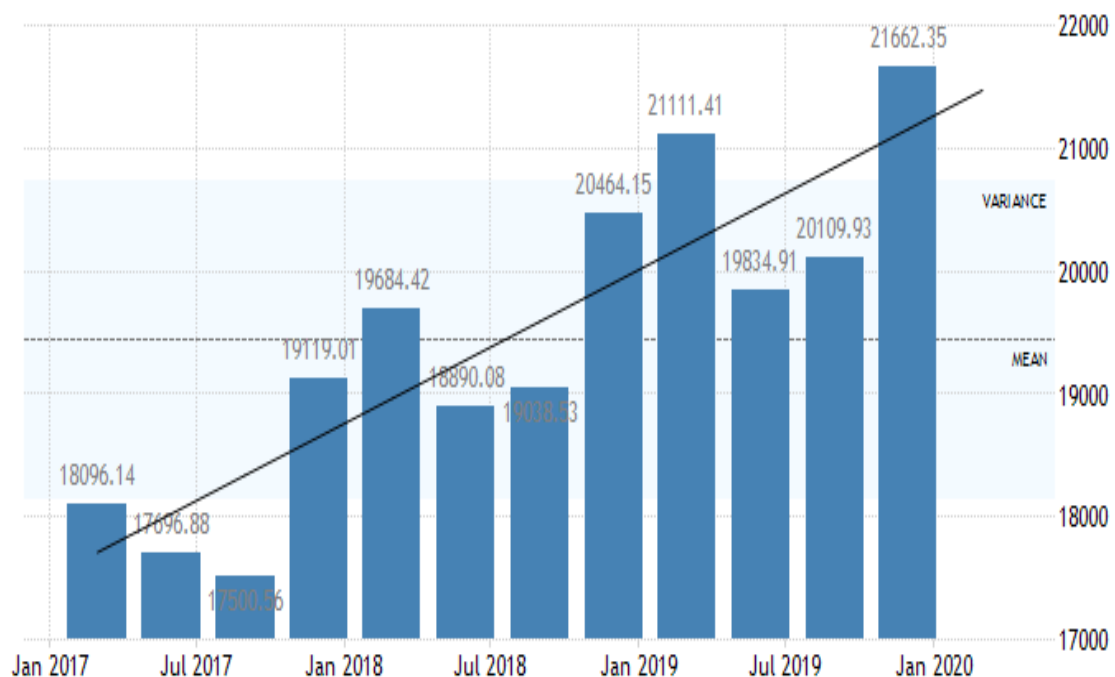
Country	India	China	USA	Japan	Germany	France
Median age	28.1 yrs	37.4 yrs	38.1 yrs	47.3 yrs	47.1 yrs	41.4 yrs

Source: Median age by country, CIA World Factbook 2018 est.

1.5.1.2 Advancing Disposable Income

The buyer of today, whom the multinationals are focusing on, is prominently known as the hopeful India where the centre salary fragment is becoming quicker than any time in recent memory. As, the economy is opening new roads for work in IT/ITES and different parts where representatives are given appealing remuneration bundles and advantages, it has brought about an expansion in discretionary cash flow. Along these lines, great socioeconomics and expanding wages have changed the substance of Indian industrialism with the Indian white middle class rethinking way of life designs because of appropriation of western culture and expanded brand cognizance. Shopper Spending in India found the average value of 11694.51 INR Billion from 2004 until 2019, arriving at a record-breaking high of 21662.35 INR Billion in the final quarter of 2019 and a record low of 4469.88 INR Billion in the third quarter of 2004. Data updated in April 2020.

Fig 1.3: Consumer Spending Pattern



SOURCE: TRADINGECONOMICS.COM | MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION (MOSPI)

1.5.1.3 Increasing Number of Working Women

Today the urban ladies are proficient and qualified. They need to keep up a harmony among home and work. The buying propensity for the working ladies is not the same as the home

creator. They don't possess adequate energy for relaxation and they anticipate everything under one rooftop. They incline toward one-quit shopping Modern retail outlets along these lines offers one store retailing.

1.5.1.4 Changing Consumerism

Throughout the years, purchaser conscientiousness about quality and cost of items/administrations has expanded because of expanding level of education in the nation and developing presentation to the created countries by means of satellite TV or abroad work understanding. Shoppers are progressively getting increasingly vocal about the nature of items/benefits that they anticipate from the market. This awareness has made the Indian shoppers look for increasingly dependable hotspots for buys, and consequently, the coherent move to purchasing from organized retail chains with set up corporate foundations and articulated responsibility.

The buyers additionally want to purchase from a spot, where their criticism is increasingly esteemed. The organized retail position guarantees customer's better quality and better time span of usability for items because of their astounding storerooms and hostile to altering checks. A significant factor drawing in customers towards formal retailing instruments, for example, hyper bazaars and departmental stores is the shopping experience. These shopping outlets permit buyers to investigate their decisions and contact and feel the items in a solace of alluring and lively condition, something a kirana or mother and pop stores have always been unable to offer.

In the last four to five years, the Indian market has seen a solid move towards marked items. The income from basic items has been consistently falling throughout the years, though the utilization of optional items has been developing at a sound pace. Notwithstanding this class, the portion of correspondence, diversion and individual consideration utilization has additionally indicated a rising pattern throughout the years. Indian customers have now started to accept that marked products mean better quality and offer more prominent incentive for cash, and are not only for the exclusive class. In addition, the rising reach of media inclusion is improving customer awareness about items, their costs and administrations, which further is probably going to empower development in the composed retail fragment. Along these lines, the retailers need to exploit this development and mean to develop, broaden and present new arrangements.

The consumer's outlook is a paradox of value and way of life. For current retail to succeed, it needs to successfully take into account both these perspectives adequately. However, with rising dispensable salaries, the buyers will receive current retail eagerly, anyway this selection will undoubtedly rely upon how well the necessities of service, quality, and worth observations are met. Subsequently, current retailers are putting generously in coordination, and provider systems, to guarantee that they get items at the most ideal costs (by wiping out wastage and mediators) and in the best bundled structures, to draw in the value purchaser. They are offering the most ideal brands, best quality and best assistance, either independently or through joint ventures, to draw in the lifestyle purchasers moreover.

In this way, change in shopper lifestyle with a lofty ascent in the estimation of time, change in the Indian family structure from huge joint families to atomic ones, and an expanding level of value awareness have put forth the defence for organized retailing more grounded. The customary retailing design has to a great extent been restricted to meeting the changing necessities of the shoppers. These days, the customers, notwithstanding, need worth, accommodation and a wide assortment of contributions, combined with a lovely shopping experience. This change in outlook has made an open door for present day retailing arrangements to rise and fitting the current gaps.

Henceforth from the above mentioned, it might be induced that the prime purpose behind a change in perspective in the shopping mentality of the Indian purchaser is the adjustment in their preferences and tastes. Because of the expanding utilization of IT and telecom, Indian customers have gotten knowledge of brands and shop for lifestyle and value brands as indicated by the need and event. Customers will keep on driving the development in the organized retail by growing the market and convincing retailers to enlarge their contributions as far as brands and as far as assortment.

1.5.2 Supply Side Factors: These below mentioned factors are initiated from retailer's side.

1.5.2.1 Hassle Free Credit Facility

There has been an extreme change in the Indian shopper's mentality with respect to credit. With the simple accessibility of credit and declining loan costs, individual credit has seen development. The blast in financing has brought about an expansion in spending on lodging and buyer durables, for example, bikes and vehicles. What's more, the utilization of plastic cash (credit and debit cards) has expanded altogether in the last three four years. Truth be told the simplicity of instalments (capacity to go through without money) because of the utilization of

credit and platinum cards, has likewise prompted an expansion in all out spending on shopping and eating out. Indian purchasers are progressively utilizing credit cards for shopping just as eating. To grab the developing consumption, banks and loaning organizations have planned and altered credits to suit the necessities of customers. Individual advances have become the request for the day and the opposition in the space has just improved it for the buyer. Alluring rates and helpful reimbursement alternatives have made accessible a ton of cash in the hands of individuals, which is likewise driving the consumption. Indian twenty to thirty year olds, a long way from being cowed somewhere around this slowdown that occurred in 2019, kept on discovering approaches to satisfy their yearnings and life objectives. They kept on purchasing homes with a solid inclination for little estimated properties. They kept on purchasing vehicles with an inclination for premium hatchbacks and cars. What's more, they additionally demonstrated they needed better rewards, arrangements and limits from their premium credit cards. The study of Moneymood data 2019 shows how ladies and little towners acquired credit. Non-metros took greater individual advances by and large: Rs 2.84 lakh contrasted with Rs 2.61 lakh from metros. Ladies took greater home credits: Rs 25.64 lakh all things considered, contrasted with Rs 23.66 lakh obtained by men. There was additionally a 43% expansion sought after for premium Visas generally speaking and a 33% increment in the interest for such cards from ladies. (<https://www.financialexpress.com/money/premium-credit-card-usage-and-demand-on-the-rise-in-india-here-is-why/1827915/>)

1.5.2.2 Development in Real Estate Sector

As per the 2011 Census, the urban populace has developed to 377 million demonstrating a development pace of 2.76% per annum during 2001-2011 which obviously shows that the degree of urbanization in the nation overall has expanded from 27.7% in 2001 to 31.1% in 2011. Verifiably urban communities and towns have been the main thrust of by and large financial and social turn of events. As of now more than 335 million individuals of India live in urban areas and towns, which means around 30% of the all-out populace. The quick development in urbanization alongside the accessibility of land has additionally encouraged organized retail in India. The Delhi NCR area kept on being the favoured goal for global brands propelling their lead outlets in the nation, across classifications, for example, design, nourishment and refreshment and extravagance, the report has recommended. Moreover, interest for prime high-road areas in Mumbai is probably going to increment in the coming scarcely any months because of the expanding enthusiasm of universal brands. Thus, there is a

great deal of undiscovered potential as far as retail space and this step by step increment in retail space has additionally been driving the development of organized retail.

1.5.2.3 Enhanced Supply Chain

The current conventional store network in India has at least five go-betweens between the maker and the end customer. At each degree of intermediation, wastage happens, adding to cost of the item. Clearly, every middle person attempts to make benefits on the merchandise sold, which eventually expands cost of the item. Under the advanced inventory network channel, retailers decrease the quantity of go-betweens to a limit of three as against least of five in the customary configurations referenced above by broadening their quality, control to the discount tasks and setting up direct linkages with the makers. Numerous retailers additionally source from Agriculture Produce Marketing Committee (APMC) markets, which likewise help in lessening 1-2 mediators. These activities have not just brought about scaled down wastage and lower costs, yet have additionally permitted the retailers to practice a more prominent authority over the nature of the last item, which is a key offer for a definitive purchaser. Progressively, retailers are additionally investigating agreement cultivating in uncommon and high-esteem items to guarantee hostage and proceeded with supply.

Further investigating the store network activities, it has been seen that enormous players like Reliance Retail, Pantaloon Retail, and Bharti-Walmart are arranging huge scope interests in the back-end forms. These speculations are probably going to help effectiveness for their discount money n-convey organizations and furthermore permit better edges in the front-end retail organizations. Dependence Retail is putting almost INR 80 bn in reverse mix, showcase advancement, and area sourcing. It has gone into a selective game plan with Blue Star, a significant in focal cooling and business refrigeration, for supply of refrigeration and cold room frameworks for its Reliance Fresh outlets. Pantaloon Retail has set up a committed auxiliary for this reason. This prompts the determination that a decent sourcing methodology assumes a key job in overseeing cost. Retailers not just need to secure items at the correct cost, yet additionally need to support cost advantage after some time. Today with buyers indicating a more noteworthy direction towards experimentation in their buying propensities, most retailers are proceeding with advancements, new item presentation and limited combination. Therefore retailers have lower stock, which has additionally decreased their stockpiling costs. This thusly has assisted with guaranteeing disposal of non-esteem included stock and leftovers and consequently improving rack accessibility.

1.5.2.4 Government's Regulations

Foreign Direct Investment is another motivation behind why there is an expanding commercialization. With the advancement of FDI, an ever increasing number of organizations can contribute. With this we can likewise observe a positive change in the way of life of customers. Changing taste and preferences of purchasers will bring India, at standard with the consumption standards of the top most countries. The governance body of India has taken the choice of permitting a 51% of FDI in multi brand retail and aggregate of 100% FDI in a solitary brand. Such changes in strategy have pulled in numerous universal mammoths to search for a positive possibility of flourishing in Indian retail showcase. Facilitating of FDI has caused India to appreciate the utilization design that is being followed all inclusive.

Goods and Services Tax (GST) is another significant move that has been taken as far as retailing. This has given a lift to the outside brands and they are exceptionally keen on putting resources into the Indian market. When there is a solitary system appropriate to an enormous assortment of venture technique then the outside brands are progressively keen on making an infiltration in the retail showcase. Same is the current situation in Indian retail industry. From disorderly retail there has been a move to the organized retail that has done the stunt of smoothing out the procedure. At the point when the technique is long and monotonous then the outside brands cease from contributing. With this we can say that the Indian retail industry is walking consistently towards greatness.

By and large watched, there has been an extraordinary infiltration of the huge brands in little urban communities and individuals of India can appreciate the foreign brands that already were not inside their scope. This can be straightforwardly connected to the advancement of buying intensity of shoppers. Supreme customers experience has noted power and the general population are going for merchandise that 10 years prior was not so much in their way of life. There are numerous outside brands that have set up themselves solidly in the Indian market. They keep on thriving as the purchasers are purchasing their items. This is a positive sign as far as retail industry. This all has been achieved due to the government's policy of FDI approval and the allowance of the foreign brands and businesses to make entry into Indian business environment. The LPG policy introduced by the government in 1991 famously known as Liberalization, Privatisation and Globalisation is considered as the first step towards the development of the modern Indian economy and also for the flourishing organized retail sector in India. Below given a diagram mentioning the approval of FDI in the organized retail.

**51 per cent FDI in
multi-brand retail
Status: Policy passed**

- Minimum investment cap is US\$ 100 million.
- 30 per cent procurement of manufactured or processed products must be from SMEs.
- Minimum 50 per cent of total FDI must be invested in backend infrastructure (logistics, cold storage, soil testing labs, seed farming and agro-processing units).
- Removes middlemen and provides better price to farmers.
- Development in retail supply chain system.
- 50 per cent of jobs in retail outlet could be reserved for rural youth and a certain amount of farm produce could be required to be procured from poor farmers.
- To ensure the Public Distribution System (PDS) and Food Security System (FSS), the government reserves the right to procure a certain amount of food grains.
- It will keep food and commodity prices under control. It will also cut agricultural waste as mega retailers would develop backend infrastructure. Consumers will receive higher quality products at lower prices and with better service.

**100 per cent FDI in
single brand retail
Status: Policy passed**

- Products to be sold under the same brand internationally. Sale of multi-brand goods is not allowed, even if produced by the same manufacturer.
- 100 per cent FDI allowed in single-brand retail under the automatic route.
- Single brand retail entities have been allowed to set off their incremental sourcing of goods from India for global operations during the initial five years starting from the 1st April of the year of the opening of first store, as against the compulsory sourcing requirement of 30 per cent of purchases from India.
- 100 per cent FDI in retail trading of food products manufactured or produced in India.
- Liberalisation of FDI is expected to give a boost to ease of doing business and Make in India.

Fig 1.4: FDI Policy Details on Single and Multi-Brand in India

Source: Retail report issued in Dec 2019 (ibef.org)

1.6 DYNAMIC CONSUMER BEHAVIOUR AND NEEDS

"Client is King" this has been a typical maxim in showcasing. It remains constant even today as shoppers are the significant recipients of the retail boom. The whole idea of retailing has

been reclassified as far as the two its structure and key changes in buyer conduct by virtue of segment, psychographic and financial elements. This change in outlook has been noticeable in Indian buyers moreover. A couple of decades back, the Indian buyer spared a large portion of his salary, bought the minimum essentials and once in a while entertained himself by shopping without no thinking. Be that as it may, in the current situation, with expanded pay, accessibility of credit cards, presentation to the shopping society of the west and a craving to improve way of life, the Indian customer has been spending not exclusively to address utilitarian issues yet in addition epicurean needs to a huge degree. Subsequently, organized retail with its assortment of items and huge number of shopping centres and grocery stores has added fuel to this craving and created a new mental state, which thusly is driving the development of organized retail in India.

This new attitude of shoppers is a consequence of numerous components, which incorporate more extensive decision and assortment accessibility as far as items, quality and costs. The pattern is additionally reflected in the expanding portion of classes like Personal Care and Healthcare. In this manner, the accessibility of huge arrangement of items is leaving an effect on consumption structure of Indian shoppers. This assortment looking for conduct of buyers has prompted the spot of shopping being moved from nearby market to the stores in shopping centres.

A nitty gritty investigation of this new shopping centre culture has shown that there are various elements like space, mood, accommodation and so forth that are drawing clients towards the strip malls. What's more, improved shopping experience, better bundling, sterile condition and worth included administrations rendered by sorted out retail locations have raised the desires for purchasers. Notwithstanding the variables referenced over, an expansion in recreation time is another factor that has changed the utilization design drastically during a century ago (Dittmar, Beattie, and Friese, 1996). Every one of these improvements recommend that the Indian buyer is changing more than ever and the components, for example, time pressure, expanded portability, an ascent in number of working ladies, and more noteworthy optional pay have diminished the time and exertion of the customers in arranging what to purchase (Cobb and Hoyer, 1986; Williams and Dardis, 1972) driving them to have various shopping thought processes other than simply purchasing an item out of luck.

Along these lines from the abovementioned, it tends to be surmised that retailing has gotten considerably more than simple marketing. It is tied in with reflecting customers' wants and

yearnings, and fashioning durable associations with them. As the Indian purchasers have developed, their desires have likewise experienced a worldview change as each time they hope for something else as they step into a store. Accordingly, the idea of shopping has experienced an adjustment regarding design just as customer purchasing conduct, introducing an insurgency in shopping. The customer decisions and predispositions and by large purchaser conduct have constantly assumed a significant job in forming market drifts and have in this way impacted the development of organized retailing in India. Be that as it may, in the wake of arriving at a recognizable phase of improvement, organized retailing has likewise begun affecting the manner in which the purchasers take a gander at the market, not just as far as selection of items and services, yet in addition as far as the general shopping experience.

This undoubtedly recommends the changing example of purchaser conduct is affecting retailing in India, particularly organized retail. Indeed, individual and social factors, for example, needs, recognitions, mentalities, interests, sentiments, exercises and ways of life for the most part impact buyer behaviour in a quickly changing retail condition. Customary segment factors can't distinguish the total qualities of a transformative retail showcase, as shoppers in a similar segment bunch have assorted psychographic configuration. In this way, psychographic factors impacting purchaser conduct should be seen all the more intently by organized retailers.

Retailing associations have so far neglected the positive commitment psychology could make to their prosperity. As the vast majority of the buying choices are presently made at the retail location, a significant affecting variable is nature, where the customer sees a balanced relationship with the store and improves their time. To make the ambience engaging and alluring for the customer, the arrangement of items must be customized as everything that the shopper see and feel inside a store stimulates intrigue and want. There are various investigations which demonstrate that item shows, shading, store design, music, lighting and neatness strongly affect the customer's decisions and feelings. It has become a basically significant component in the retailing business particularly in clothing stores, grocery stores, shopping centres and so forth. Every one of these signals impact the customer's mind which triggers impulsive buying. Accordingly, every marketer needs to focus with the goal that the customers are held. This wonder is going to lead towards an adjustment in the disposition of customers as rewards for the organized retail industry. The chart below is showing the market share by sectors in the organized retail, taken from a report published by CARE Ratings in August 2019.

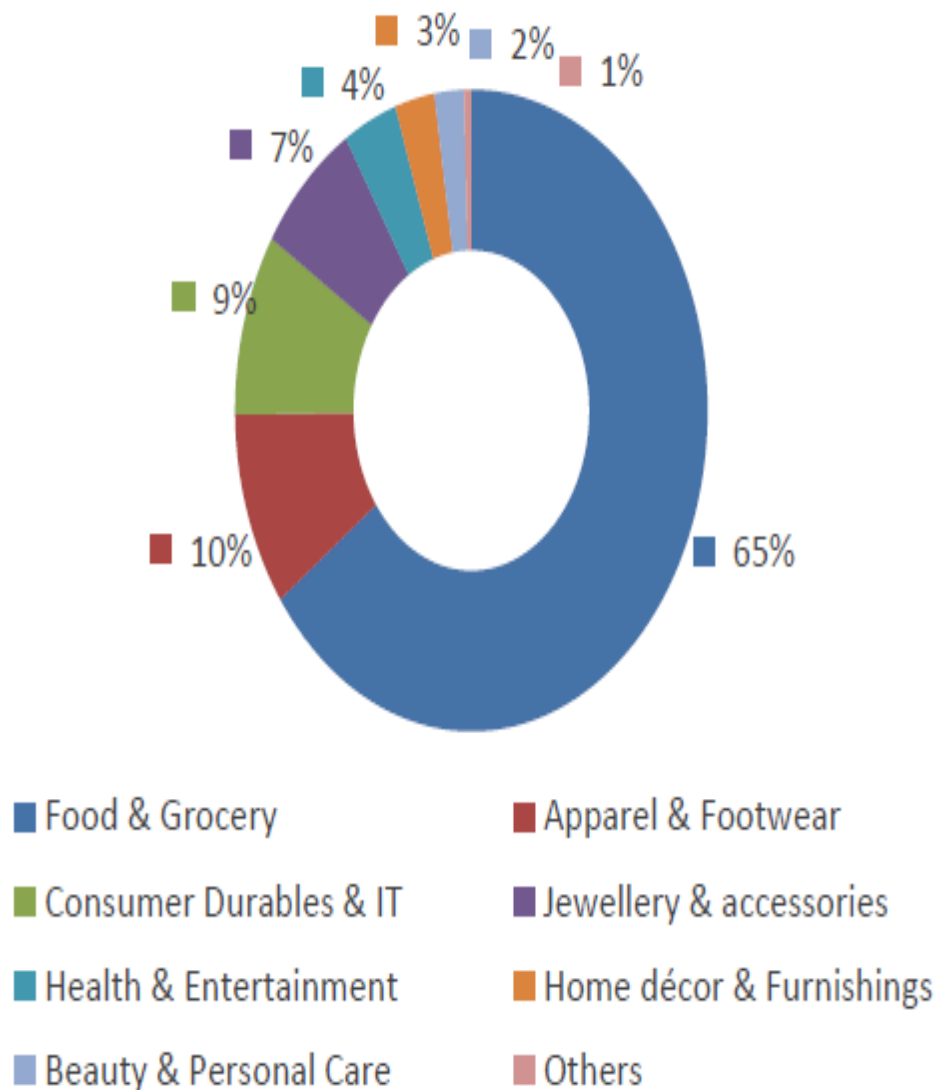


Fig 1.5: Segment wise contribution in organized retail

Source: CARE Ratings, Retail Industry Update: Outlook 2020 (www.careratings.com)

From the chart it can be said leader amongst all the segments is food and grocery with 65% followed by the apparel and the footwear with 10%. IMF (International Monetary Fund) also predicted for India that the growth rate of economy would be about 7.0% in the financial year 2020. This growth will obviously help the retail sector penetration in the country. The urbanization and the rising disposable income in the country is the main driver which is helping the retail sector to attain the zenith as the consumption pattern of the consumers is heavily positively affected by the above mentioned factors. It is evident that by the result that food and grocery items leading followed by the apparel sector and this signifies the changing life styles.

1.7 CLASSIFICATION OF ORGANIZED RETAIL FORMATS

1.7.1 Super Market: A super market which is a kind of grocery store is a self-service store offering a wide assortment of nourishment and family stock, sorted out into divisions. It is bigger in size and has a more extensive determination than a customary market, likewise selling things commonly found in an accommodation store, however a bit little and more is constrained in the scope of product than a hypermarket or large box store. The general store normally involves meat, new produce, dairy, and prepared merchandise divisions, alongside rack space held for canned and bundled products just as for different non-nourishment things, for example, family unit cleaners, drug store items and pet supplies. Most markets likewise sell an assortment of other family unit items that are devoured consistently, for example; medication, and garments, and a few stores sell an a lot more extensive scope of non-nourishment items.

1.7.2 Speciality Store: At the point when shoppers look for items, they frequently have various retailers with different plans of action to browse. At the two boundaries of the range are claim to fame stores that one sell items inside a given class and general retailers, or retail establishments, which sell an a lot more extensive scope of merchandise. Claim to fame stores have certain favourable circumstances for proprietors and clients, yet they additionally present potential downsides.

One of the key advantages of a claim to fame store is its attention on a solitary class of items. This allows proprietors and workers to create ability and a notoriety for information and choice inside the store's characterized claim to fame. A claim to fame store can convey more products inside its picked class, drawing lovers who can't discover what they need explicitly at a general retailer. These stores additionally become gathering places for believers, particularly if proprietors organize exceptional occasions and item exhibitions.

1.7.3 Hyper Markets: Hypermarkets, as other huge box stores, normally have plans of action concentrating on high-volume, low-edge deals. On account of their enormous impressions — a run of the mill Wal-Mart Super centre covers somewhere in the range of 150,000 square feet (14,000 m²) to 235,000 square feet (21,800 m²), and a run of the mill Carrefour covers 210,000 square feet (20,000 m²) — and the requirement for some customers to convey huge amounts of products, numerous hypermarkets pick rural or away areas that are effectively open via vehicle. It is likewise where in excess of 200,000 brands are accessible. There are commonly some famous hypermarkets in India. Some enormous stores call themselves hypermarket like

Big Bazaar, Reliance Fresh and Spencer's Retail. (<https://dailyjag.com/featured/what-is-the-difference-between-a-hyper-market-super-market-departmental-store-and-a-general-store-457/>).

1.7.4 Departmental Stores: A departmental store is a retail establishment which satisfies a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice of multiple merchandise lines, at variable price points, in all product categories. Department stores usually sell products including apparel, furniture, home appliances, electronics, and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewellery, toys, and sporting goods. Certain department stores are further classified as discount stores. Discount department stores commonly have central customer checkout areas, generally in the front area of the store. Department stores are usually part of a retail chain of many stores situated around a country or several countries.

1.7.5 Shopping Malls: The most famous pattern in the retailing universe of India is the development of the shopping malls. Shopping malls are a developing pattern in the worldwide field. The principal thing that comes at the top of the priority list about the shopping malls is that it is a major encased structure lodging an assortment of shops or items. As indicated by chronicled confirmations shopping centres appeared in the medieval times, however it was not called so. The idea of departmental amasses up in the nineteenth century with the Industrial Revolution. Purchasers needed a superior shopping experience and this interest offered ascend to the rise of shopping malls in India.

Initially the first of the shopping centres was opened in Paris. At that point the pattern followed in different metros over the world, and there was a binge of shopping centres coming up at different spots. In this time of large scale manufacturing and mass utilization, the ideas of shopping centres are most current strategy for pulling in buyers. The idea of shopping was changed totally with the rise of these shopping malls. Some of the famous malls in India are Phoenix mall, Lulu Mall, Fun mall etc.

1.7.6 Franchisee: Franchisee outlets in India are dominantly organized and impressively new in idea. For a universal organization with a well-known item or service to sell, franchisee outlets can give tremendous chance to quick extension and profound market infiltration. Opening up of franchisee outlets spares beginning capital speculation. Franchisee outlets in India can successfully help in the dissemination procedure of merchandise and enterprises in lesser time yet making agreeable impacts on quality report. The best preferred position of

opening franchisee outlets in India is that it offers full responsibility from franchisers to franchisees. Also, in actuality the franchisees are more dedicated than managers or staff since they own a portion of the primary business and are responsible for losses. Its advantages are following

Franchisee appreciates freedom of independent work

The best method for beginning another business

Diversifying openings exists in each territory of business and exchange

Low or no underlying capital speculation for the franchiser

Quality and notoriety of the parent organization is kept up

1.8 IMPULSE PURCHASING

An investigation of buyer conduct has consistently been a region of intense enthusiasm for the analysts. It targets understanding what the customers' purchase, why they purchase, when and how they purchase. From this it very well may be reasoned that this situation relates with understanding the example of conduct. Be that as it may, each customer doesn't follow the set example and there is deviation from the ordinary dynamic models in which the sensible grouping of the shoppers' activities is supplanted with a moment of self-delight. This passing deviation brings about spontaneous choice to purchase an item or service which is made not long before a buy. Impulsive purchasing is one such kind of customer conduct which is appealing and entrancing for some retailers and advertisers. To energize impulse purchasing in the organized retail part, marketers need to comprehend that it is a different kind of shopper conduct.

Impulse purchasing is one such kind of conduct which is appealing and interesting for some retailers and advertisers. It is an unconstrained and intellectually concentrated activity, which is an ever-present and extraordinary side of consumers' schedule. In promoting research impulse purchasing conduct is a brainteaser set apart as deviation from standard purchasing conduct together by the literature and the shoppers, and it is the motivation purchasing conduct that clarifies immense deals of different items consistently all over the globe (Kollat and Willet, 1967; Bellenger et al., 1978; Weinberg and Gottwald, 1982; Cobb and Hoyer, 1986; Rook and Fisher, 1995; Hausman, 2000). The research is about the

impulsive buying tendency of the customers based on their undiscovered personality aspects which will be discussed in the part of review of literature in brief.

1.9 SIGNIFICANCE OF IMPULSE BUYING IN ORGANIZED RETAIL

Hausman (2000) after conducting a study found that impulse purchasing is an omnipresent and unique part of consumers' way of life and records for a huge volume of item sales each year. Rook (1987) said that throughout the years, impulse purchasing has additionally been made simpler by advancements, for example, credit cards, telemarketing, and home shopping systems. Dholakia (2000) conceded that retailers have understood the significance of this activity, and through store designs, item bundling, and in store advancements, they have attempted to urge buyers to be rash in stores.

In the most recent decade or two, quick advancements in the retail sector have significantly changed the act of purchaser conduct. The retailing part in India has experienced critical change in the previous 10 years. There has been a gigantic increment in the quantity of contenders in the organized retail segment. Subsequently, the composed retail is developing, market is progressively getting increasingly serious with the buyers and retailers having more decisions to make. In such a situation, the acquisition of products or services incorporates various components which may influence every choice, in this manner making it more unpredictable for customers today than before. Subsequently, in such a situation where the conduct and needs of the buyer are changing once in a while, it is critical to comprehend the reasons that invigorate them to make prompt and momentary purchases. Impulse purchase is so dominating that several studies have demystified that a reasonable amount of purchasing in a supermarket or inside a mall is due to this (Lewis, 1993; Abrahams, 1997; Levy and Weitz, 2004; Nicholas et.al, 2001) and in this way recommending the vast majority of the purchasing in organized retail set ups depend on buys that are impromptu and made right away without much forethought separated from the planned purchasing. Because of this rising rivalry in the organized retail division, there is a need to see how the buyers settle on an official conclusion when they buy an item.

Levy and Weitz (2004) told the distinction between three different ways of consumer decision making which are: Habitual decision making, Extended problem solving and Limited problem solving. Extended problem solving is a buy choice procedure where buyers dedicate a great deal of time and exertion before they buy. This procedure has a specific level of budgetary, physical, and social dangers connected to it. Limited problem

solving happens among speedy buying choices where little room is left for data search and product assessment. At last, habitual decision making is a buying choice procedure where brief period and exertion is included as a result of a continued purchasing behaviour, which is ordinarily connected to brand and store devotion. Impulse purchasing is viewed as limited problem solving as the purchasing choice is made on the spot by the customers and thus little/no time is spent on data search and product assessment. So as to empower impulsive buying, the acknowledgment of a need must be stimulated. This implies the consumers must be introduced sure signals to make momentary want to purchase, which would prompt impulse purchasing.

It has been seen that impulse buying has higher occurrence in present day organized retail formats as these are bigger in size and consumer is allowed to move around and peruse the product when contrasted with over-the-counter customary configurations. In this manner, the initial phase in impulse motivation buying is to make the consumer aware of the item. Since the item isn't a piece of the customers shopping list if there should arise an occurrence of impulse buying, the item needs to help the consumer to remember a need or make an urge or desire to purchase.

Impulse purchasing is a phenomenon which has numerous precursors joined to it. These incorporate appealing presentation of items, sales promotion methodologies, effective wrappings, and accessibility of time, cash, peers, individual components, feelings, hedonism and cognitive procedures. To encash impulse buying the retailers in the organized retail set up need to deal with every one of these components.

Also, as there is a developing degree of rivalry in the organized retail area a sharp comprehension of impulsive purchasing gives knowledge to retailers, merchandisers, promoters, advertisers, and even buyers with regards to which factors impact customer's impulse purchasing desires and activities. Retailers are profited by having a superior comprehension of the reasons why purchasers purchase incautiously and assist them with being more ready in moving toward the customer and finishing the deal. Merchandisers get profited by this information by effectively improving floor and window shows. What's more, promoters and advertisers are likewise profited by understanding the effect of feelings and considerations and how advertising can be utilized so as to animate these components. Notwithstanding an expansion in sales, understanding consumer's impulsive purchasing conduct likewise benefits marketers in recognizing market division and

expanding shopper fulfilment. Concerning the buyer, they increase a superior comprehension of which parts impact impulse purchasing. This awareness causes the consumers figure out how to perceive and at last deal with the craving to purchase impulsively.

1.10 OUTLINE OF THE STUDY

Chapter I has been presented with a review of the developing idea of organized retail and the fundamental drivers of organized retail. The idea of impulse purchasing has additionally been presented in a nutshell in this part, further featuring its relevance in the cutting edge retail set up.

Chapter II is about the Literature Review that is responsible for setting the tone of academic research. It contains the review and a far reaching conversation of the rich and various writings accessible in the region of impulse purchasing. A number of different models of impulse buying have been presented in the chapter for understanding the different aspects responsible for indulging a consumer into buying impulsively. Different academic writer's and researcher's thoughts have been presented in the chapter that are mentioning the impulse buying in different situations and the consumer's personality aspects which is theme of this study as impulse buying depends heavily on the personality of the consumers.

Chapter III presents the framework of the research methodology. This chapter will give insights about the objectives and measures of carrying out the research. The configuration utilized in this study has been portrayed alongside for the reason of its utilization. A point by point description of all the research methods that have been utilized for collecting the information and examination of that information (data) has been given in this section. The main three objectives of the study are:

1. Profiling and identification of consumers in retail industry based on impulsiveness in decision making.
2. To design a perception map through the dimensions that consumer use to perceive in different retailers in the industry.
3. Positioning of consumer's ideal store on perception dimensions.

For the fulfilment of the purpose data has been collected from the respondents in the form of structured questionnaire. The data collected from the metro cities of two different states namely Madhya Pradesh and Uttar Pradesh. The name of the cities are:

1. Lucknow
2. Kanpur
3. Varanasi
4. Indore
5. Bhopal
6. Gwalior

The study involves well known retail stores for the perception mapping like Big Bazaar, Shoppers Stop, Reliance Trends etc. The chapter also involves a conversation regarding formation of research hypotheses and scope of the study, research area, sampling, questionnaire designing, pilot survey, final data collection and tabulation.

Chapter IV presents the analytical part and interpretations of the results achieved from applying distinct relevant statistical tools and techniques to the data. The key tools that have been used in the study are:

1. Reliability Analysis using Cronbach Alpha
2. Cluster Analysis (Hierarchical and Non Hierarchical Methods)
3. Correlation Analysis
4. ANOVA
5. Multi-Dimensional Scaling (MDS) Technique
6. Regression Analysis

Chapter V is the last chapter presenting the summary of the results found by conducting data analysis along with the conclusions, suggestions and limitations of the study.

CHAPTER II

LITERATURE REVIEW

Review of literature is an integral part of research and is meticulous analysis of a body of literature pointing towards the answers to the research related questions. This does not help only in explaining the necessity for the proposed study but also helps in figuring out the shortcomings and gaps in the past studies. Literature review is a tool to make the researcher aware of the new developments made in the area and also provides a vision needed for the problem statement. A comprehensive literature review on impulse buying with reference to different personality aspects Materialism, Uniqueness, Innovativeness and Price sensitiveness offered a very small number of studies and due to this the literature is referenced vigilantly.

2.1 IMPULSIVE BUYING BEHAVIOR

Researcher would like to commence with an introduction of the impulsive behaviour phenomena, so as to explain the impulsive behaviour of shoppers in general, providing the most prized understandings or the perceptions for the complication of impulsiveness in buying behaviour. Experts have deep dived into the impulsive behaviour for so long and still it is a hot topic for researchers. A tremendous amount of exploration has been done to inspect the association between impulsive behaviour and demography of the shoppers (Rook, 1987). Researchers asserted that the insufficiency of self-control and failure to resist impulses is a feature of lower classes (Hollingshead, 1949; Whyte, 1943). Freud highlighted the necessity to control the impulses failing which could lead to severe psychological problems. Freud described it as a contest between the principles of pleasure and reality. In brief, these two factors are always the rivals of each other that is why it is necessary for a person to battle the sudden desire for gratification and be aware of the reality and the outcomes of his/her choice (Freud, 1920).

The fundamental problem of impulsive behaviour in general is that the impulse is so stern and promising of some instant pleasure, that only a highly mature person can resist himself and examine the outcomes of the behaviour. Freud asserts that it is a key part of the individual's development and the transition from the pleasure principle to the reality principle can be excruciating, without it a human has to face serious internal problems and conflict (Freud and Brill, 1949). In general, impulsive behaviour can be seen as something really harmful, destructive and disruptive. Impulses are recognized as destructive agents, shattering the normal

behaviour pattern of a person and driving him/her to sudden, irrational and spur-of-the-moment decisions, which do not take into account outcomes.

2.2 DEFINING IMPULSIVE BUYING

Although the concept of impulse buying is not a nascent one, there are numerous definitions trying to explain what actually this is. Starting from 1950s the definition of impulsive buying has been continuously developing. A number of scholars and researchers have tried hard and attempted to introduce with a proper definition to exactly explain the phenomenon. Applebaum defined impulsive buying as “*buying which presumably was not planned by the customer before entering a store, but which resulted from a stimulus created by a sales promotional device in the store.*” (1951)

Engel and Blackwell, defined impulse buying as “an action undertaken without previously having been consciously recognized or a buying intention formed prior to entering the store” (Piron, 1991). Engel and Blackwell believed that prior to 1968 there were a lot of difficulties in consumer research and both of them decided to solve them in order to conquer those problems. Prior to 1987, when Rook came up with his research on this phenomenon all the emphasis was mainly on the product only irrespective of the consumer and his/her personality, emotions or thoughts. Majority of earlier definitions described the impulse buying from the retailer’s perspective and making it very single-sided. The impulsive buying was as considered as simple as a formula: “Impulse Purchasing =Unplanned Purchasing + Exposure to a Stimulus” (Piron, 1991).

Dennis Rook’s study directed the attention on the consumer from the ongoing focus on product and what was the antecedent for impulsive behaviour from the consumer’s point of view. Rook specializes in consumer behaviour and he has published a lot of researches under his name on the topic of consumer behaviour and impulse buying in specifically. Rook experienced people’s sentiments, feelings, and moods at the moment of impulse buying. According to him product was not the only factor itself which caused the impulse buying but a person’s cognition too was a factor. His statement about impulse purchase is a “Hedonically Complex Experience” (Piron, 1991).

Rook’s definition for impulsive buying is: it occurs when “*a consumer experiences a sudden, often powerful and persistent urge to buy something immediately*”. He mentioned the “the impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences” (1987). Rook had

undergone a complex study of 202 adults together with Stephen Hoch in 1985 before coming to the above mentioned definition.

Rook and Hoch together unfolded a new way of looking at the impulse purchasing behaviour definition and described it with the help of a psychological point of view. According to Hoch studies of past were too limiting and emphasized only the products and their attributes completely and disregarding the fact that the impulsive behaviour comes from a shopper not from a product on the shelf and that is why shopper's personality traits must be considered as well. In 1985 Rook and Hoch conducted a research consisting of 202 adults and developed a "consumer impulsivity scale" also known as CSI which was used to compare different shopper's behaviour patterns (Rook and Hoch, 1985).

They both came up into the light with their own definition consisting of 5 major elements that has created a clear distinction between non-impulsive and impulsive buying behaviour (Rook and Hoch, 1985):

1. A Sudden and Spontaneous Desire to Act

The first element is represented by a prompt transformation in the behaviour. Such sudden psychological impulse produces the neurological impulse. Conscious and unconscious mental processes activate it and as a result the response is more complex (Rook and Hoch, 1985). The rate of change of shopper's behaviour is rapid and demonstrates completely different result at the end. Now a usual consumer inside the store would simply feel an urge to buy something now without much thinking.

2. Psychological Disequilibrium

The second element draws attention to the psychological state of a shopper when it comes to impulse buying. Typically, a person is totally guided by unconscious mind when he/she is not able to control their emotions and feelings. Thus, purchasing something impulsively, failure to refuse instant gratification and having no will power are some of the serious threats to a person. This may disruptively affect budget, reputation and last not the least the psychological health afterwards, since person will automatically feel guilt and regret after impulse purchase.

3. Psychological conflict

The third element and the previous one go together. Freud revealed the contest between the pleasure and reality principles as a significant feature of impulsiveness in behaviour as a

shopper during the process of impulsive buying behaviour engrosses into this battle and finds him/herself in a complex psychological encounter. A shopper has to carefully think over the pros and cons of the purchase in the long-term, taking into the account possible outcomes and consequences. It is simpler to gratify the buying impulse but harder to refuse to that impulse. The character of impulse is so stony and overwhelming a shopper would definitely caught in a trap and struggle between tough choices of either gratifying the instant desire or rejecting quick gratification.

4. The reduction of consumer's cognitive evaluations of the product attributes

The fourth element helps in explaining impulse purchasing behaviour as a low in control behaviour, when a shopper gets into an affected and trans-rational state (Weinberg and Gottwald, 1982). Shopper's intellect at this point of time disappears and he/she acts unconsciously. The nature of impulse is so solid that a shopper is unable to ponder reasonably neither able to mention any factual advantage or usefulness of a product. All the attention and focus is now at satisfying the instant urge and getting the spontaneous gratification from the purchase irrespective of the real attributes of a product.

5. Consumption with no regard to the consequences

Talking about the fifth element related to consequences and outcomes this act of impulse purchase implies that shoppers when indulge in purchasing impulsively do not think of the outcomes in the near future. David Kipnis, famous American physician, in his book *Character Structure and Impulsiveness (Personality & Psycho-pathology Monographs)* described that it could be a inexpensive chocolate bar or a nice expensive jacket if purchased on an impulse, without considering about the consequences, such behaviour may lead to serious “destructive character disorders” as well as health problems (1971). While making an impulse buying shopper only focuses on spontaneous gratification but after a while at the point when they are back to conscious, it might adversely affect them.

Beatty and Ferrell posited that “*impulse buying relates to immediate purchases, which happen without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need*” (1998). They focused on the actuality that there is no place for reflection process in impulsive buying. Apart from this, they compared two different concepts - “impulsive buying” and an “urge to buy impulsively”. They believed that there is a correlation between an urge to and buying behaviour and concluded that they are very closely related. The

more urges customers feel inside the store, the greater is the likelihood of indulging into impulse purchase (1998).

Bayley and Nancarrow, perceived impulse buying as a “*sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices*” (1998). Same as Rook, they likewise called attention to the hedonism aspect of the behaviour – pleasure from the purchase, gratification and happiness. This idea of impulsive behaviour shows the contradiction with rational behaviour, when a shopper meticulously assesses the utility of a product and gives a thought over its benefits in the long run.

An American Professor Veena Parboteeah has given insights about this phenomenon as well and defined impulsive buying as “*Impulse buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot*” (2005). He likewise called attention to the way that impulsive buying is always inadvertent, the urge to purchase shows up precipitously and out of the blue with no earlier acknowledgment of an issue. Simultaneously he is likewise recognizing the value of stimuli in the process of impulsive buying. Shopper reacts instantly after exposure to stimuli without thinking much about the consequences thus, depicting a truly impulsive nature of such behaviour. In his definition Parboteeah remembers to make reference to the delayed consequences of an impulse purchase taking into the account presence of emotions or cognitive reactions, such as guilt, frustration or happiness.

According to Badgaiyan and Verma impulse buying is an “individual's desire for abrupt ownership of the product” (2014). They are on the same note when it comes to importance of distinguishing between “impulsive buying” and an “urge to buy impulsively” (2014).

The variety in definitions and their intensity can certainly be explained by keeping in view the fact that as the time has changed the whole environment has also been changed the consumers and their buying behaviour, the retailers, diversified product range, marketing technologies and other areas were constantly developing, thus providing the scholars with new challenges and opportunities. Moreover innovations in technologies and retailing have also had a great impact on the phenomenon, since consumers are facing new stimuli now are more exposed in general therefore forcing marketers and retailers to be more inventive, innovative and convincing.

2.3 FORMS OF IMPULSIVE BUYING

Stern in 1962 conceptualised the four different types of impulse buying which are as follows:

2.3.1 A Sudden and Spontaneous Desire to Act

The first type is very different from the other types of impulse purchasing. It is said to be “novelty or escape” buying that transforms the shopping pattern routine. Taking an example, a consumer who rarely buys apparels observes a denim jacket with an attractive message written on jacket “getting bored just try me once” at the checkout while waiting in line for billing at the grocery store and desires to buy that jacket. In this case, the purchase of the jacket is considered as pure impulse because it is outside the normal purchase behaviour and gratifies an immediate desire initiated by an emotional appeal.

2.3.2 Reminder Impulse Buying

The second type of impulse buying is based on some past experiences and knowledge about a particular item. For example, when a shopper was looking for some specific product in a shop and notices some product other than whom he/she was looking and recognizes that this item is almost out of stock at home and at that time remembers an advertisement or a punch line or remembers some past decision making experiences and then make the purchase. Reminder impulse buying is triggered by such previous factors.

2.3.3 Suggestive impulse buying

Suggestive impulse buying occurs when consumer encounters a product for the very first time and desire to buy it no matter whether they have knowledge about the product or not. The major point of difference between reminder and suggestive impulse buying is that consumers do not have prior experiences or knowledge about a specific product and an evaluation of product quality and utility is made during shopping. Suggestive impulse buying can be recognized as “rational or functional” buying and distinguished from pure impulse buying which is triggered by an individual’s emotional status.

2.3.4 Planned impulse buying

While entering a shop, the consumer is already having a list of shopping items, however they purchase extra items as a result of some special price promotions or coupons, and this is referred to as planned impulse buying.

2.4 EXPLANATION OF IMPULSE BUYING

So the important question arises that how the mechanism of impulse buying works? How does it begins? Exposure to external stimulus is responsible for human behaviour. Influencer of a

human's behaviour pattern are the external agents. That is why it is prioritized to define a psychological impulse first. Impulse is "*a strong, sometimes irresistible urge: a sudden inclination to act without deliberation*" (Goldenson 1984). The fascinating thing about impulse is that it is unplanned. As opposed to, it occurs spontaneously and a person cannot explain the reason for it. When a person is exposed to some stimulus, the impulse in the brain reacts to it and leads to some action; in the present case it is an impulse purchase. This impulse is so powerful and strong that it may be extremely difficult to conquer the urge and overpower the sudden desire to buy a product. However, a shopper may react to visual stimuli in store instantly. Encountering a discounted pair of shoes or a pack of candy will quickly make the shopper reconsider his/her initial shopping list. At this point of time, consumer suddenly feel like buying it and as a result the item ends up in the cart. Talking about other situation when a consumer enters an apparel store a dress looks so eye catching that a shopper can't resist looking at that dress, at this instant the excitement a consumer feel overwhelms the sense. The brain suddenly starts working on that impulse in a wild way that a consumer will envision himself/herself without the thing, which finally ends up in wardrobe consequently.

Some people are too much that they take this to extremities blaming that impulse purchase happened somehow, as if it were not them who made a decision to buy. For example, a 26 years old male respondent in impulse buying study said: "I was standing in the grocery store checkout line, and the candy bar was staring there at me" (Rook, 1987).

Dennis Rook in his consumer behaviour studies mentioned various experiments and assorted hundreds of responses from people of different age groups and gender in order to investigate what exactly triggered the impulsive buying behaviour and what cognitive reactions a shopper have gone through during the spontaneous urge to purchase. He has also accepted the worth of psychological aspect in his research without negligence and that is why he was successful in his endeavour. Different scholars from psychology and marketing have been trying to explain the phenomenon of impulse purchasing, using different frameworks and models, aspiring for a comprehensive explanation. The six impulse buying behaviour models are as presented below.

2.5 THEORITICAL MODELS OF IMPULSE BUYING BEHAVIOUR

The six models of Impulse Buying Behaviour are as follows:

2.5.1 The Reference Point Model

In 1991 Stephen Hoch and George Loewenstein conceptualised a theoretical model based on the points of reference in order to follow up why consumers have an instant impulse of buying something. They have gone in depth of why customers in general act nonsensically, dismissing to see the fallout of their impulse purchasing. That is why the scholars had to study the nexus between rational and hedonic motives of a consumer and integrated those two different states into one model.

The model of reference point explains the fact that when a shopper is exposed to any stimuli (product), he/she gets overloaded by an irresistible urge to buy it. At this instant when shopper is going through this, a shift in his/her reference point takes place. Due to this shift a shopper moves to an imaginary state of positivity of owning that product and utilising all its benefits, thus making it the toughest job to reject this immediate gratification. In this way, with the move in a reference point a buyer is caught between these two very surprising states – the delight of possessing an item and neediness in the wake of neglecting to obtain it (Hoch and Loewenstein, 1991).

Talking about the situations that lead to shift the reference point causing an impulse purchase. Hoch and Lowenstein portrayed the circumstance as purchaser's closeness which could be physical, temporal or social comparison (1991). The physical proximity in this situation is closeness of product to a shopper. The closer the item to a buyer the powerful the craving to get it. Actually, the item is all around, totally noticeable and effectively open there are immense possibilities a purchaser will enjoy buying impulsively (Dholakia, 2000). There is always a possibility of impulse purchase if a shopper is exposed to attractive designs of product and proper placement of product and these factors are responsible for shift in a consumer's reference point. Temporal proximity is amalgamation of attractive setting and placement of a product and as a result of such kind of setting shopper may get overloaded by a strong anticipation of immediate reward, connected with owning a product. This type of feeling undoubtedly enhances the shift in a reference point leading to impulsive purchase (Parboteeah, 2005). Social comparison is a well-known phenomenon as the desire of an individual to be as cool as their group of friends or family members is so commanding and subsequently an individual moves his/her reference point and submits in impulse buying so as to introduce himself/herself better than individuals around (Dittmar et al., 1995).

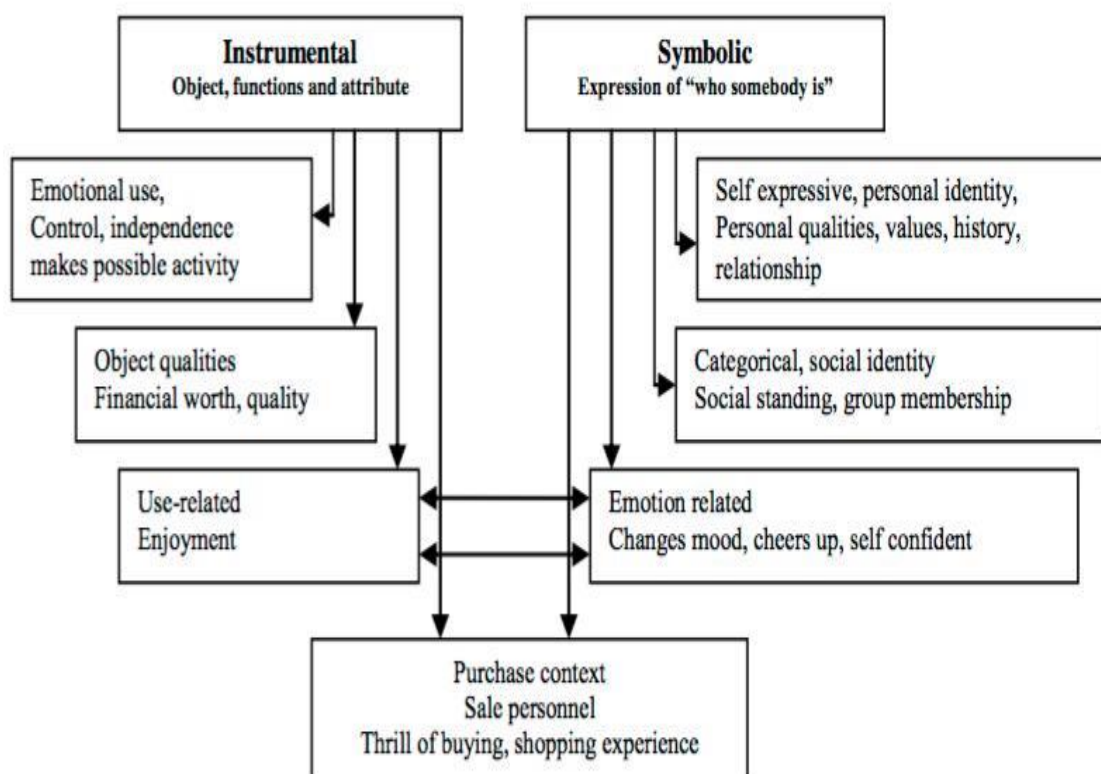
This model is a perfect example to describe what shifts a consumer's reference point and why consumers buy products impulsively. The model highlights the perceptions and struggles of a

consumer while making an impulse purchase and the possibility of remorse after impulsive purchase. Dittmar with his colleagues in 1995 revised the limitation in the model by proposing their own model of impulsive buying.

2.5.2 The Model of Impulse Buying

Dittmar with his associates endeavoured to investigate that why a few items are purchased impulsively while other don't fall into the class of impulsive items. Their model depends on the theories model on the hypotheses of material belonging and social constructionist. The basic idea behind this model highlights that products have symbolic meanings other than their functional utilities. A product comprising of certain attractive symbolic attributes assists the consumer (owner) in indicating a lot of things like wealth, social status and psychographics etc. This is not a surprise to know that individuals purchase items to show their social standing, hence choosing items with progressively appealing implications and qualities. The model with dimensions is shown below:

Fig 2.1: Meaning Dimensions in Impulse Purchases (Dittmar et al., 1995)



The model is validated by conducting several personal interviews with students, men and women. The result of the model has clarified that the contrast between items purchased without

really thinking and those that were not, is that the items that are being bought impulsively much better speaks to an individual's personality, status, and so forth. Studies also explored that women tend to buy impulsively such products that brilliantly express their appearance and emotional interests and concerns. At the same time it was also found that men buy impulsively the products with more functional utility. This model explores the impulse purchase behaviour from the product's point of view. This model additionally goes into the insights of the distinctions of implications for ladies and men and offering a great deal of chances for makers, publicists and advertisers to draw in customers and make them purchase items impulsively.

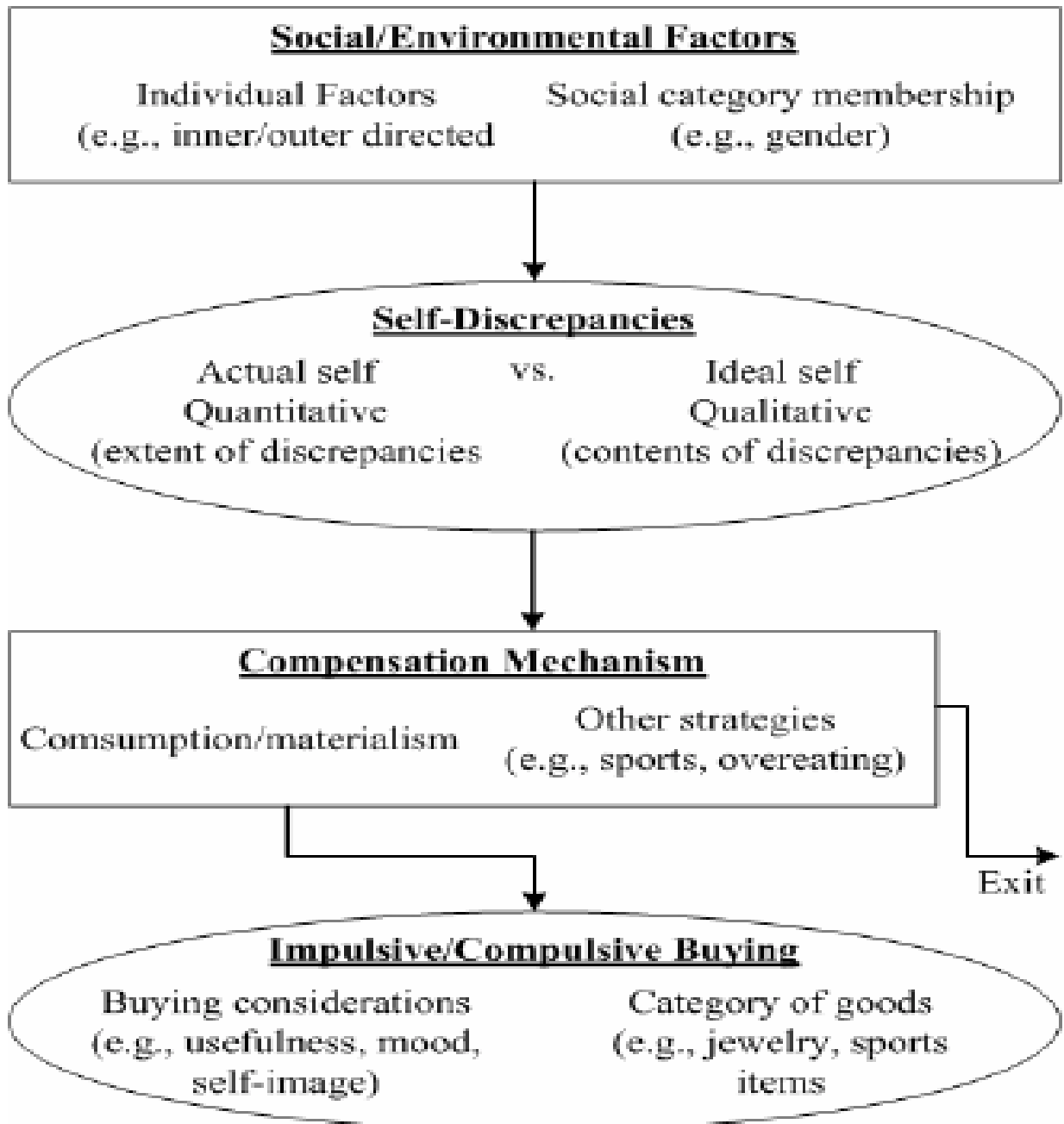
2.5.3 The Theoretical Model of Impulse Buying

Dittmar with his colleagues after a year introduced a new theoretical model, which has become a more promising version of their previous model of impulsive buying. This time the basis for the research was the symbolic self-completion theory by Wicklund and Gollwitzer (1982), materialism tendency from Richins and Dawson (1992) and self-discrepancies notion of Higgins (1987).

The idea of self-discrepancies communicates that the manner in which individuals see themselves varies from the manner in which they might want to be in a perfect world. In such circumstance there is a contention error between the genuine self and perfect self (Higgins, 1987). Such errors will in general be horrendous and impeding for a purchaser and because of such disparities the individual in question will attempt to offset it through creating an impulse buy (Wicklund and Gollwitzer, 1982). The anticipation of an unconstrained delight and the hallucination of happiness from possessing the item consolidated makes an exceptionally solid blend by setting off the impulse buy. Actualizing the circumstance the greater the inconsistent a shopper the more grounded is a drive to buy something, which is accepted to diminish the missing element. Richins and Dawson bring in the light the concept of materialism as a self-completion strategy by means of owning the product (1992). They made a claim about the people of modern world that their priority is to place materialistic things and attribute on top of everything and the acquisition of material possessions considered to be the supreme goal and a scale of success in life. The past model referenced that purchasers connect selective traits and images of items to their optimal selves to balance for something missing and help their social standing according to other people. Regardless, there are various different approaches to make up for inconsistencies yet individuals basically enjoy into impulse purchasing as it is by all accounts the fastest and least complex method of getting delight without putting forth any

attempt. This model is a famous model for the explanation of the impulsive buying. The model consists of various factors. Social or Environmental factors are the base for the impulsive buying and this is also categorized into the Individual Factors and the Social category membership. The individual factors may be for example are the introvert or extrovert personality of an individual.

Figure 2.2: The Theoretical Model of Impulsive Buying (Dittmar et al., 1996)



The figure above is depicting that people can come out of the from self-discrepancies and compensate in such in many ways such as moving themselves towards sports or it could be

overeating which is definitely not the most suitable way out. The matter of fact is that, shoppers purchase on impulse various items dependent on what sort of economic wellbeing they have and afterward this strategy goes down to the degree his/her real self is unique in relation to a perfect one they wish to accomplish. On the off chance that an individual is helpless to materialism and consider items obtaining as the main conceivable remuneration system then he/she will be increasingly defenceless against impulse purchasing inside the store. This model gives helpful bits of knowledge information on shopper conduct and its shortcomings specifically. This hypothetical model made it conceivable to anticipate what sort of items can be purchased impulsively and what gatherings of buyers might be roused to purchase impulsively.

2.5.4 The Two Factor Cost Benefit Accessibility Framework

Puri in 1996 came with a new model to address the short comings above-mentioned model. The newly developed model was based on the studies of impulsiveness, time inconsistent preferences and self-control and was constructed on a hedonic framework (Parboteeah, 2005). It infers that at whatever point a customer experiences an item inside the store he/she is overpowered by an entrancing inclination to get it right away. In the subsequent case discussing time conflicting inclinations this depicts the circumstance as recently referenced that the advantages of fast delight prevail over the explanation and potential results.

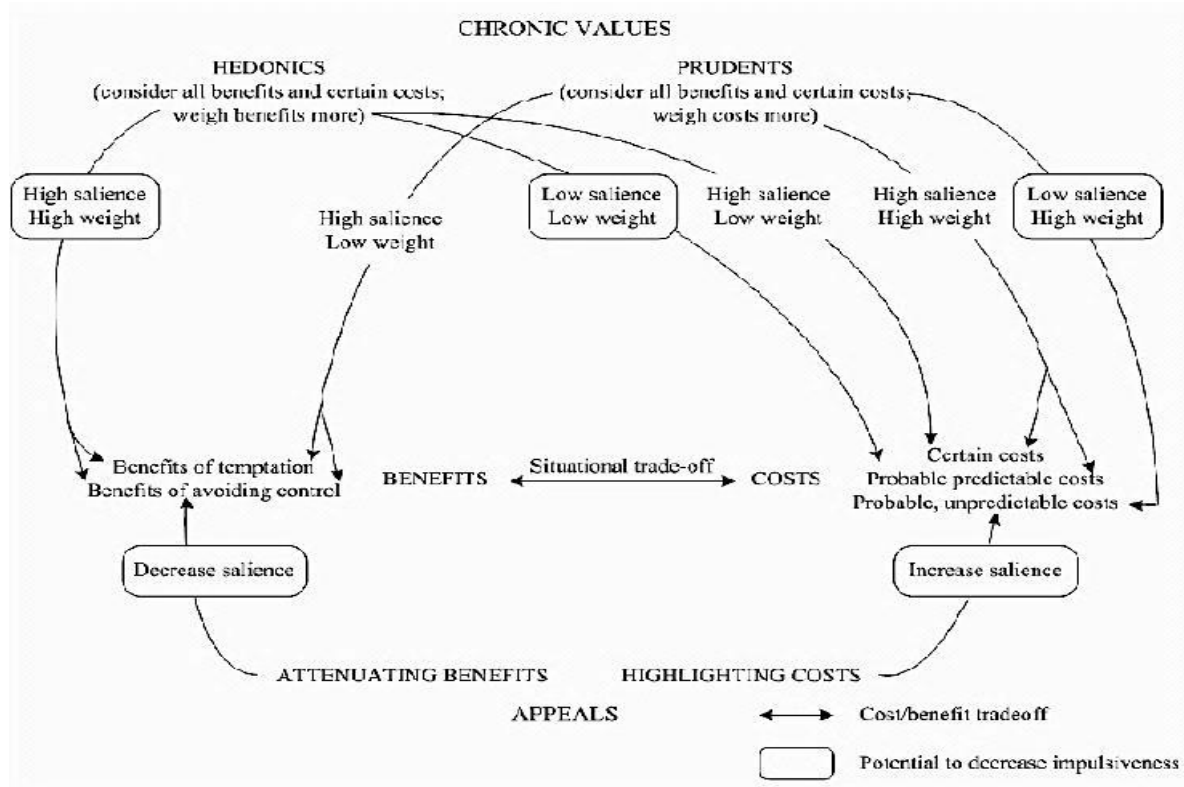


Figure 2.3: The Two-Factor Cost-Benefit Accessibility Framework (Puri, 1996)

Main assumption made by this model is that a buying situation plays an important role in consumer impulsivity. It depends on the kind of feelings and perceptions a particular situation highlights and an individual's susceptibility to impulsive behaviour and due to all this a particular outcome can be expected inside the store; either the exposed shopper will buy impulsively failing to control the urge to buy or the shopper will resist the sudden desire and the probability of impulsive purchase will significantly become weakened. A person in a certain situation basically feels that benefits supersede costs and an impulse purchase is likely to happen and vice versa. The major role played by in this model is the "situation" that determines the probability of an impulsive purchase, because it may either point out costs or benefits of impulsive buying behaviour. Puri also had divided the consumers into two groups based on what chronic values they have – Hedonics and Prudents. As indicated by his perspective hedonics naturally are vulnerable against thinking about just advantages of a buying, in this way it makes them progressively slanted towards impulse purchasing. Prudents then again don't enjoy into impulse buying since they are utilized to focus on costs. Puri presumed that a person's inclination to impulsivity and the circumstance impacts the likelihood of an impulsive buying.

2.5.5 The Model of Environment-Shopper Relationships

McGoldrick and his associates in 1999 developed their own model of impulse purchase, considering two factors as the influencers during sales seasons - customer's socio-demographic characteristics and their cognitive characteristics (Economics and management, 2012).

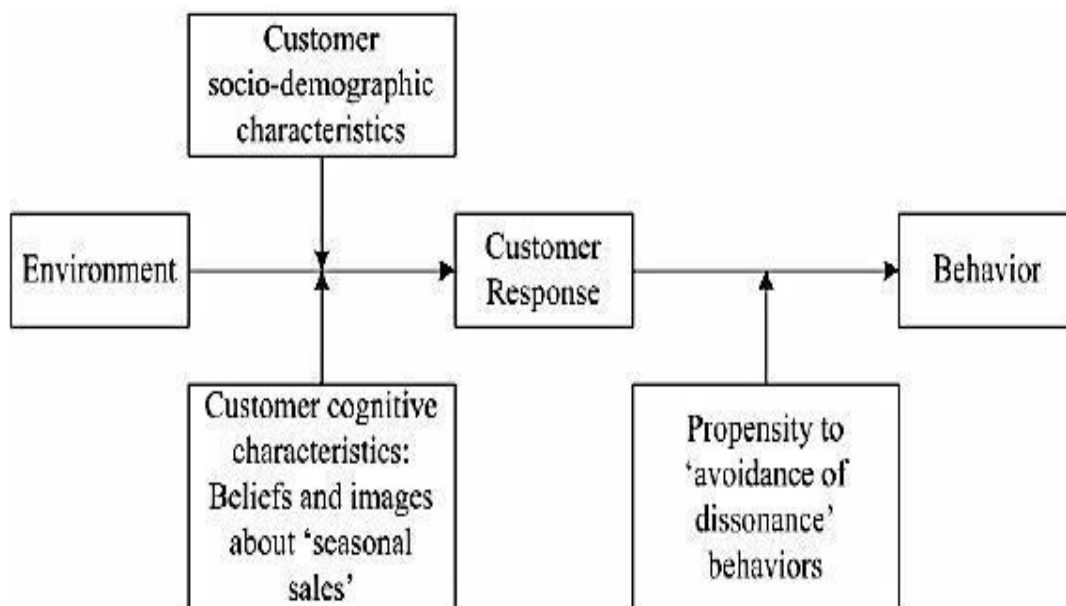


Figure 2.4: Conceptual Model of Environment-Shopper Relationships (McGoldrick et al. 1999)

Socio-demographic element describes the kind of response a shopper has towards the environment in the store. This component additionally decides the chance of an impulse purchase. The components for instance are age, sexual orientation, cash accessibility and others. Despite the fact that people have various inclinations to impulse buying and in this way their recognitions and responses will likewise be unique. Psychological qualities are the determinants of observations and convictions a customer has towards the environment. Environment in this model was constrained to seasonal sales so the customer won't have similar convictions about this period, some may have preferred it and some others not. By viewing the figure it very well may be followed that condition goes about as an influencer for a customer inside the store, consolidating with two variables advisers for a specific conduct. The affinity to maintain a strategic distance from cacophony practices portrayed in the figure fills in as an arbiter between a customer's reaction and conduct. Taking case of shopping at sales, it could be a likelihood that a customer attempts to abstain from pondering the results of an impulse buy and focusing just on the positive part of deals for example scaled down cost. The model is very engaging and supportive when it comes to explaining the how's and why's of impulsive purchases. This study is restricted because of its applicability to sales season only. This model is not applicable to every situation because it is especially for sales season.

2.5.6 The Integrated Model of Consumption Impulse Formation and Enactment

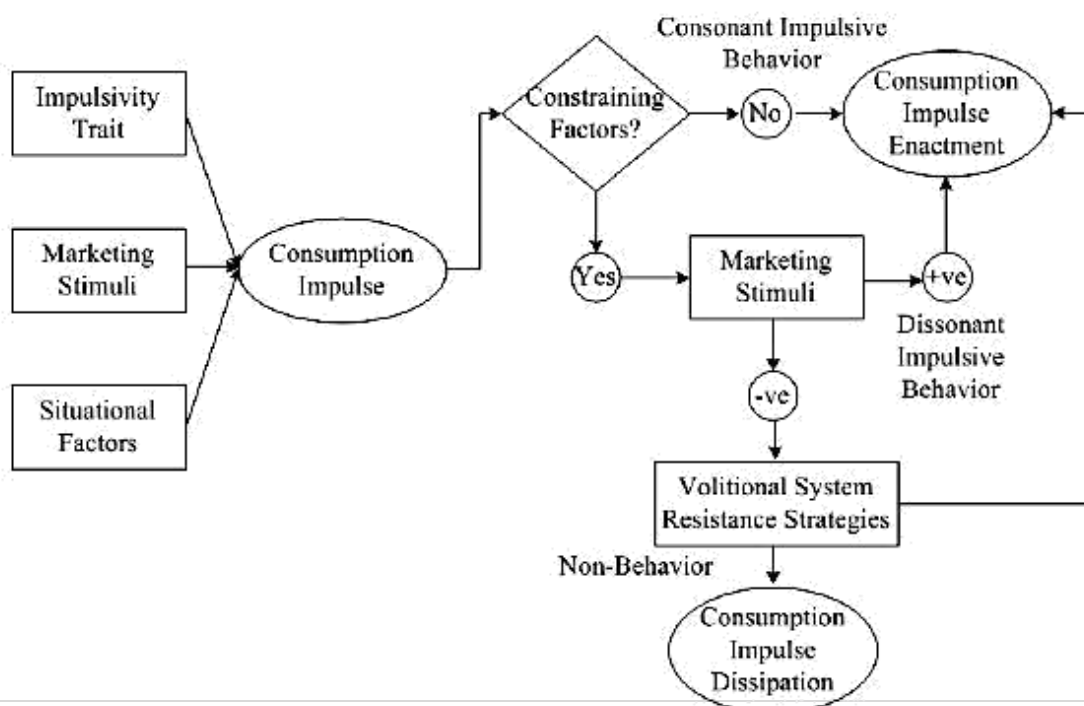


Figure 2.5: The Integrated Model of Consumption Impulse Formation and Enactment (Dholakia, 2000)

Dholakia (2000) introduced this model which became the most popular and comprehensive model. Dholakia claimed that there are certain behaviours comprising of impulsive buying behaviours and named them: volitional, motivational and cognitive. This model explains the psychological mechanism behind the impulse buying behaviour.

From the diagram are three factors of impulsive buying are clearly visible: impulsivity trait, marketing stimuli and situational factors. The occurrence of any of these three variables is all that could possibly be needed to feel an abrupt desire to purchase something. Impulsivity attribute depicts the tendency of a customer towards impulse buying. Promoting stimuli is one of the most significant factor since advertisers, retailers and sponsors successfully control customers with the assistance of some below referenced strategies. Store atmospherics, visual product and promotions goes about as a boost and presentation to this improvement triggers the customer conduct into the bearing of an impulse purchase. With regards to situational factors these are partitioned into environmental and individual yet these two assumes a major job during the time spent empowering incautious purchasing. For instance a customer's cash and time accessibility may incredibly influence the probability of an impulse purchase inside the store. At the point when every one of these elements are joined together, a utilization motivation happens. At that point compelling variables shows up so as to react to the abrupt impulse. Three of them were recognized by Dholakia: current impediments, thought of long term deleterious outcomes, and anticipatory emotions (2000). Current hindrances which could be the absence of time and cash is a deterrent which contrarily influence the progression of impulse purchasing process (Beatty and Ferrell, 1998). Lack of time does not allow the consumer to ponder of a utility product while he/she is surfing the products inside the store and due to this the consumer is unable to pick the right product from the shelf. The shopper at this point of time will not notice the promotional deals or the offers. Monetary limitations will disrupt the flow and made it impossible to buy something impulsively. Analysing the longstanding outcomes suggests that a customer will anticipate about the conceivable negative impacts of an impulse purchase that thusly may prevent the person in question from making that purchase. Much after expectation of blame or lament after buying the re-evaluation of impulse buying is as yet conceivable. Such limitations put a customer into difficulty and afterward emerges a condition of genuine clash between his unexpected, overpowering desire and potential outcomes or different impediments.

On the other hand if a shopper is not in a negative frame of mind and considers utility of an impulse purchase more than costs and is not limited by situational factors, he or she end up buying impulsively “on-the-spot” (Rook, 1987).

2.6 THEORIES OF IMPULSE BUYING

2.6.1 The Emotional/Impulsive Decision Making Theory

Theoretically the reliance of impulse purchasing is based on the emotional or impulsive decision making approach (Schiffman and Kanuk, 2007). This implies that consumers are expected to bridge their feelings or emotions like joy, love, fear, hope, fantasy with some of their purchases or possessions. Consumers purchase impulsively without focusing on searching and evaluating options due to a driving force that is emotions. Park et al. (2006) have explored that if a store is not having some kind of distinct product offering or a pricing strategy in this case the retailer should position himself differently from competitors by building emotional relationships between the store environment and customers. Though, the consumer could be in a negative state of mind before entering a store but store environment turns his state of mind by emotionally boosting the consumer and compelling him/her to expend more money than intended. It can be concluded that impulse purchasing largely is an uncontrolled and spontaneous buying behaviour which is driven by an emotional force outside the control of an individual.

2.6.2 The Consumer Decision Making Model

This model unveils the cognitive component of consumers but up to some extent and also reflecting the emotional component of the consumers as well. Impulse purchasing is mostly mediated by the input elements that consists of the marketing activities of organizations and the socio-cultural inputs. The marketing activities includes product related attributes like its packaging, size of the product to advertising and other promotion related activities such as pricing policies and finally to the distribution. These span of marketing activities vary from macro level (like mass media) to micro level (like in-store advertisements, point-of-purchase displays, in-store promotions and enjoyable in-store shopping environments). The retailers have an opportunity to escalate their sales with the help of impulse purchasing by incorporating well planned marketing strategies. The socio-cultural environment is another influencing factor which plays an important role in stimulating the consumers towards spontaneous and immediate purchases. This element comprises of a broad range of non-commercial influencers

like family or friends and also some non-commercial influencers in the form of culture, subculture and social class (Schiffman and Kanuk, 2007).

To acknowledge of the necessity for balancing of different but complementary roles that reasons and emotions play in the active and reactive experiences of consumption is of vital importance in understanding the dynamics of the impulse buying phenomenon and the inner conflict between the two motives (Youn, 2000). This study has taken into consideration both the models of impulse purchasing because both emotional as well as the cognitive elements contribute towards it.

2.7 TRIGGERS OF IMPULSE BUYING

With the development of a comprehensive approach towards impulse purchase another major dimension has also come into light known as **triggering** factor. These are classified into two main groups- External and Internal.

External factors are controlled by external agents like producers, retailers and marketers. Marketers are working extremely hard by putting all their efforts into creating and implementing various POS materials by promotion exercises like deals, occasions and other advertising signs to impart adequately and constrain customers to make a impulse purchase inside the store (Youn and Faber, 2000). A shopper has no influence over such factors. Presence of certain external stimuli extraordinarily upgrades the chance of impulse purchase since such conduct is activated by an impulse (Iyer, 1989). The addition of external stimuli helps not only to tempt new customers only but also to promote and cross sell to the existing ones by offering complimentary or finer items (Dawson and Minjeong, 2009).

Inner factors are the variables which are straightforwardly identified with an individual–his/her own qualities and characteristics that make them purchase incautiously. (Kacen and Lee, 2002). Kacen and Lee particularized the inward signals which are recorded as impulse buying tendency (IBT), emotional states and mind-sets, demographic factors and the buyer's normative assessment of impulse purchasing involvement. Despite the fact that buyer's emotional state, emotions and dispositions can be extremely powerful with regards to impulse purchasing. These examined factors comprise a person's full of feeling state (Youn and Faber, 2000). The consequence of interior signals handling can be either full of feeling bringing about impulse purchasing or intellectual prompting non-impulsive conduct (Karbasiyar and Yarahmadi, 2011). The business atmosphere is extremely powerful just as customers themselves and their conduct. The most recent researches are very not the same as the ones referenced previously.

Considering alongside advertisers, sociologists and analysts have additionally begun looking into the impulse purchasing marvel and with the time increasingly activating components and conduct show up. This didn't occurred simply because purchasers have gotten increasingly learned and savvy about their choices and shopping decisions and conceivably progressively mindful of the arrangements retailers and promoters use to entice them. New and day by day upgrading technology also play important roles in shaping the retail environment and consumer's buying behavioural patterns. Now the whole world have become a common place due to globalization and we can notice how buying behaviour is being changed across many developing nations and in our country India.

2.7.1 External Factors

2.7.1.1 The Product

Product itself is a game changer when it comes to impulsive buying. The way it is made attractive by design or packing, pricing and placement of product is very important when it comes to impulsive buying. Vyas (2015) found that packaging influences the shopper's response towards the product and this could lead to an impulse purchase. This is the motivation behind why retailers give extraordinary consideration to the details of an item in order to make it additionally engaging a client inside the store. There are diverse item includes that might be utilized so as to trap a client into impulse purchasing (Stern, 1962):

i) Low Price

Low prices or discounts on price of a product are always eye catching for a customer but it comes to impulse purchasing these low prices plays a special role as this factor makes a product more attractive and tempting. Price reductions, cost savings, or sales promotions can trigger an unintended purchase (Zgoli, Laroche, Cervellon, Pons and Kim, 2003).

ii) Low Marginal Need for An Item

This feature connects to what extent a consumer need or requires an item. Items like food and water have a high marginal need. This could vary from person to person. A person who doesn't consumes meat need vegetable as a priority item. Goods of high marginal need are always captures the customer's attention, that is why these type of items are always on high demand and are always purchased with proper planning and will always reflect in the list of necessary items. On the other hand low marginal need items are not purchased with proper planning. Such type of products are purchased unintentionally or may be purchased impulsively. Prior to

purchasing of such items a shopper gets exposed to these low margin need items inside the store and then he is compelled to buy impulsively.

iii) Mass Advertising

According to Kotler mass advertising leads to impulse buying. According to Kotler mass advertising enables a consumer to get product knowledge or to know about a brand and this enhances the possibility of the product being considered and chosen by the consumer on impulse (1991).

iv) Prominent Store Displays

In general when customer goes to a retail store especially a grocery one, there is nothing special about it and everything is routine in a grocery store. Customer goes inside the store knowing what to purchase and comes out after purchasing routine items. This is why retailers pay most of the attention on visual merchandise because customer don't have the time and the mind set for any unplanned purchasing. Retailers must be very attentive towards the merchandise and should be creative and innovative enough so as to grab the attention of the shopper and make them buy impulsively. Pradhan (2018) concluded that displays and directional signage could make the environment attractive for the consumers and motivate them to buy impulsively.

For example Guinness World Records book that held 100 books covered in graphics and lit up with chaser lights at the head of the unit was arranged at a POS. The strategy worked and resulted in substantial sales increases for the annual Guinness World Records book (Miller at al., 2010).

2.7.2 In-Store Situational Factors

Situational factors are very prominent in relation to impulsive buying. Dholakia classified situational factors as “environmental and individual factors that have influence on impulsive buying (2000). These elements were investigated by numerous specialists and has given giving the helpful bits of knowledge into the impulse purchasing phenomena. The magnificence of the situational factors lies in the way that they are firmly identified with impulsive conduct. Dominant part of these variables can be controlled or changed by the retailers and consequently fills in as incredibly significant for the decision making procedure as well for sales (Badgaiyan and Verma, 2014). The situational factors are divided into two groups – Personal and Environmental.

2.7.2.1 Environmental Factors

i) Sales Promotion

Azim (2013) concluded that retailers should always focus on knowing the tendency of consumers towards sales promotion so as to lure the right customer for impulse purchase. Discounts have always been the famous triggers for impulse purchase. Sales promotions is always aimed at boosting of shoppers wants and demands and finally resulting in stimulating the immediate purchase of a product or service (Etzel et al., 2001). Many studies have confirmed about the strong correlation between sales promotions and impulse buying.

ii) Store Environment

Vishnu and Raheem (2013) said that a pleasant, well decorated and calm store environment in addition with colourful surroundings significantly influences the consumer's behaviour. This element is a strong influencer as well. Colours, lightning, smells, shelf arrangement are only a few factors that tend to lure customers and trigger them to buy a product impulsively. A pleasant and clean with smartly arranged store has always been a powerful tool for tempting the consumer and make him to spend more time in the store and buy impulsively. The utilization of some unprecedented lighting and extraordinary eye pacifying hues may significantly animate impulse buys, since outwardly it will be all the more engaging and greatly affect the shopper (Babin and Kim, 2001). Other than this visual attraction, store environment also affects emotional state of a customer. It is very difficult to find a customer who likes to purchase from a dirty store. Clean, nice and pleasant atmosphere positively affects customer's emotions and perceptions of the store, hence greatly increasing the possibility of impulse purchase.

iii) In-Store Displays

Retailers must get involved with their customers and their habits (Terrazas, 2006). The knowledge and understanding of the behaviour of people inside the store makes in-store displays successful and effective in attracting customers into impulsive behaviour. Number of ways are there to spark the impulse inside the store. Terrazas (2006) clarified about a technique as to distinguish the comparability of bought items and afterward alluringly showing corresponding items close to these common items. Presentation of the most famous items in the back of the store is another method of setting off the drive therefore this powers the customer to stroll past and be presented to different things first. Partition of mainstream things

is likewise a celebrated strategy to lure customers. Taking case of bread and milk these are well on the way to be shown at the two amazingly far edges of the store which will drive the customer past a long path of items activating impulse purchasing while in transit to the next fundamental item (Tendai and Crispen, 2009).

iv) Behaviour of Store Employees

A friendly and helping staff has always been a successful ingredient in sales. In fact, helping nature and politeness in attitude towards customers may greatly increase the occurrence of impulsive purchase (Yu and Bastin, 2010). The nexus has been found in many studies and undoubtedly such smart and nice staff tend to convince the consumer much faster. Serving the customers with valuable guidance, clarifying positives and negatives of a particular item, posing real inquiries, and being attentive to shopper's disposition these shop colleagues have a major effect in deals execution. Such type of professionals can enhance the image of a store and helps in driving up the sales and can convert customers into loyal customers.

v) Store Music

This factor seems like not so obvious, but undoubtedly plays an important role in people's lives as a whole. Individuals like tuning in to music since it assists with unwinding yet additionally goes about as a stress buster and improves the state of mind. At the point when music is utilized as an instrument in retail locations decent music won't disturb or bother clients and making them leave a shop. Despite the fact that the utilization of lovely and calming music targets furnishing customers with relieving and de-focusing on impact and that thus could prompt a more prominent chance of impulse purchase. Appealing tune can emphatically impact shopper's state of mind and make that person progressively to buy on impulse. Morrison (2011) has discovered the positive association between impulse purchasing conduct and delight levels, expanded by music and smell inside stores. Eroglu and Machleit (2001) uncovered that deliberately picked "music alongside lighting is a significant trigger that makes a desire to buy impulsively".

2.7.3 Personal Factors

Badgayian and Verma, (2014) listed some of the personal factors which are as follows:

i) Availability of Money

Dinesh (2017) in his study has found that availability of money is positively related to impulse buying behaviour of a consumer. Accessibility of cash is in certainty the most significant instrument for impulse buyers as without a financial plan a customer won't accepting in any event, something arranged. Subsequently, some additional cash will "improve the probability of impulse purchase" (Luo, 2004). The accessibility of additional cash likewise infers that the buying intensity of a shopper is higher thus encouraging the impulse purchasing conduct in the store.

ii) Economic Well-being

This factor is considered as the financial health of a person (Badgaiyan and Verma, 2014). Money availability is a short-term affair while overall financial health is a long-term. The customers having a sound budgetary well-being over the long haul are seen as vulnerable to impulse purchasing however they don't typically apologize spending cash impulsively.

iii) Family influence

Several studies suggested that impulse purchase is also governed by collectivism. Baker et.al (2016) Peers, friends and relatives and especially family have a big impact on impulse buying behaviour of people while shopping. Underhill (1999) in his study noticed a positive and strong correlation between couples or groups of shoppers and better sales at the end. Lin and Chen drew attention to the fact that increased vulnerability to family influence results in greater tendency towards impulse buying (Parboteeah, 2005). It is not a compulsion that parents and older relatives only have a significant impact on impulsive buying. Children also acts as a trigger for parents when it comes to impulse buying.

iv) Availability of Time

This factor has its own influence when it comes to impulse buying. Several studies quoted that time is positively associated to impulse buying behaviour. Hussain et.al (2019) found that time availability stands true to past researches related to impulse purchase and time. This is as logical as it seems since shoppers who are pressed for time are likely to purchase exactly what they planned before entering the store. On the other hand people who are having enough time and are not in a hurry are more vulnerable to all the things they see inside the store whether it is sales alerts, shelf placements or special promotions sign and etc. They simply have time to spot it and stop by, that may result in a spontaneous purchase.

v) Usage of Credit Card

Rajput et.al (2016) reported that credit card usage has a significant effect on the impulse buying behaviour of a shopper. There is no surprise in the fact that the feeling of having “extra” money on the credit card leads to a feeling of freedom. Feinberg in 1986 carried out four experiments and concluded that the availability of credit card “increased the probability, speed, and magnitude of spending” (Parboteeah, 2005).

Usage of credit card makes people to spend more than they can afford and even many times it has been observed people buy something they do not want. In fact past researches has shown that people with credit cards many times go way above their means and end up buying impulsively more often, than those who have a “real” amount of money on the debit card. A large number of consumer studies claim that frequent credit card users have been found to be less price sensitive and ownership of credit card is “related to buying higher priced items” (Parboteeah, 2005). That is why credit is an important factor of impulsive purchases.

2.7.4 Internal Factors

For a long time internal cues have been a topic of interest for the researchers and they are paying closer attention to it. Few studies have tried to examine the nexus between people who are constantly engaging into impulsive buying and having certain common personality traits while the others have concentrated on developing and verifying scales to measure impulsive buying tendency (IBT). Now we will have in depth look at IBT – impulsive buying tendency and personality traits which are connected with it. IBT is known as the “degree to which an individual is likely to make unintended, immediate, and unreflective purchases” (Jones et al., 2003). Geetha, Sivakumaran and Sharma (2013) defined IBT as tendency to make unplanned purchases and spontaneously with little or no deliberation or consideration of the consequences. Dawson and Minjeong (2009) found that consumers with high IBT scores are likely to indulge more in impulsive purchasing in a retail store

Youn and Faber (2000) in their study have investigated about the relationship between IBT and three personality traits which are lack of control, stress reaction and absorption. Now the question arises that, from where these traits come and how they are considered to be related to impulsive buying behaviour? A professor from Minnesota University has developed a personality test named as Multidimensional Personality Questionnaire (MPQ) and it was made to measure normal personality. There were 276 true-false items in that test and it has given scores on 11 primary personality dimensions: wellbeing, social potency, achievement, social closeness, stress reaction, alienation, aggression, control, harm avoidance, traditionalism, and

absorption (Tellegen, 1982). Youn and Faber have picked up the three traits out 11 traits (lack of control, stress reaction and absorption) to conduct their research as they were linked to the concept of impulsive buying. Several other personality traits have been studied such as Neuroticism, Conscientiousness, Openness, Agreeableness and Extraversion by (Badagayian and Verma, 2014; Gangai and Agarwal 2016; Husain et.al 2016) etc.

These traits have been explored in many studies in the form of big five personality traits. Several other personality traits have also been explored by the scholars and researchers. These are common when it comes to impulsive purchase. Some personality traits are not been noticed much by the researchers and scholars. Either some of these are studied in a small number or some have not been noticed much by the researchers. These are Materialism, Uniqueness, Innovativeness and Price Sensitivity. In fact, price sensitivity trait has been studied with relevance to impulsive buying behaviour by some of the scholars. Materialism has been studied and resulted positively correlated with the impulse buying behaviour. Uniqueness and innovativeness has almost been neglected in relation to impulsive buying. Due to lack of literature of these above mentioned traits with reference to impulsive buying behaviour especially uniqueness, innovativeness and price sensitivity, that is why the review of literature has been carried out very cautiously and carefully.

2.8 MATERIALISM

Materialism has been the most favourite topic of the impulsive buying behaviour researchers. Many researchers have gone through this concept and linked to impulse buying. Belk (1984) defined as “materialism as the importance of a consumer attaches to the worldly possessions”. Richnis and Dawson (1992) dealt with concept of materialism in some other manner. According to them a person has material acquisitions as the main priority and it is the ultimate goal of a person’s life as these acquisitions brings happiness in the life of an individual. Podoshen and Andrzejewski (2012) conceptualized materialists are those whose belief says that success is judged by the things people own. Taztel (2002) in his study suggested that materialistic people will always have a positive attitude towards the impulsive buying. Dittmar, Beattie and Friese (1995) concluded that a person may purchase impulsively in order to move himself or herself close to an imagined or ideal self. According to them other than the functionality material goods are also bought for the self-identity. Vohra (2016) found that possession of luxurious goods is not limited to only wealthy class, it is now consumed by the middle class also and pride of possession compels them to buy luxurious products impulsively.

Bahar and Aysel (2017) suggested impulsive buying can be seen up to a great extent in materialists. They buy according to their materialistic nature, if they are high on materialism impulsive buying will also be high.

2.9 UNIQUENESS

Uniqueness is term used to be different from other or it can be called as one of its kind. Consumer uniqueness or need for uniqueness is also an important factor in case of impulsive purchases. In the present era (2020) the consumers are very smart when it comes to their buying decisions. Consumers with high need of uniqueness will always try to acquire such items or products that defines them in a way that is distinct from others, there could be a feeling of superiority by possession of that unique product and it could be anything whether a dress on shelf, a premium wrist watch or a premium mobile phone. Khuong and Tran (2015) found that uniqueness is directly related to the impulsive purchases. Need for uniqueness is directly and positively influences the impulse buying. They also concluded that person with a high demand for uniqueness and having strong interest in fashion with great will for experiencing the new things are more susceptible to impulsive purchases when compared to a normal shopper. Tian, Bearden and Hunter (2001) developed and validated a scale measuring distinct dimensions for consumer's need for uniqueness found that as compared to others these people will be more cautious towards different product offerings during their search for unique goods. Ruvio, Shoham and Berncic (2008) has developed a scale for need for uniqueness and the very first time validated the cross cultural that was never done before. This was another scale used for measuring the need for uniqueness on some specific dimensions. Tian and Mckenzie (2001) developed scale regarding the measurement of need for uniqueness but scale developed by Ruvio, Shoham and Brencic (2008) was a shorter version of this scale. Scales have been designed in this regard but there are no signs of any study related to uniqueness and impulsive purchase.

2.10 INNOVATIVENESS

Consumer Innovativeness is a trait when a consumer desires to experience the consumption of latest and advanced goods or products. Consumer behaviour classifies innovativeness into two parts- Consumer innovativeness and Product innovativeness. According to Harmancioglu, Finney and Joseph (2009) word of mouth plays the role of an influencer of new product knowledge and information about the new product always increases the intention of impulse buying. From psychological point of view several scales have been designed for measuring

consumer innovativeness (Raju, 1980; Le Louran, 1997; Roherich, 2004) but innovativeness with regard to impulse buying behaviour has not been studied neither the impact of consumer innovativeness on impulse buying tendency has been measured nor there is any kind of relation between the two has been studied.

2.11 PRICE SENSITIVITY

Price provides a shopper the estimate (budget) which has always been an important factor while purchasing any item or product. Decision making regarding the purchase of an item purely depends on the price of the item. Though consumers in India are very sensitive towards price and a low price product always draws the attention of the consumers and indulges them to buy. Discussing about the aspect of impulse buying, Park et.al (2012) explained that consumer's susceptibility towards impulse purchasing heavily depends on special offerings or promotional offerings. Park also concluded that price sensitivity and impulse buying are positively related to each other. Lee and Kim (2013) conducted a study and found that that impulse buying tendency is governed by the price and is related in a positive manner to impulse buying. Xu and Huang (2014) empirically resulted that that price discounts acts as a trigger for impulse buying intention of the consumers and concluded that sales promotion is one of the most important tools to trigger the impulse buying whether it is online or offline. H. Zhou and Z Gu (2015) posited that if the price discounts are provided to consumers then it could arouse more willingness to buy impulsively. Nagadeepa et.al (2015) claimed that sales promotion scheme of discounts on price enforces the consumers to buy impulsively in case of apparels. Haryanto et.al (2019) found that fair prices provided by the retailers are vulnerable for the consumers to buy spontaneously.

2.12 SUMMARY OF LITERATURE REVIEW

Summarizing the literature review it has been found that impulse purchase is a simple as well as a complex area of study. Lot of researches have been carried out in this area of impulse buying. Numerous factors were found that why this type of buying happens and what are the reasons behind, several reasons are related to the this phenomena like shopper's individual reasons like the time availability, availability of money, affect, social recognition, personality of the shopper (impulsive) and the other reasons includes the store environment such as the music playing in the store, aesthetics of the store, employees serving the shoppers, lucrative offers provided by the store etc. Almost all type of triggers whichever possible have been covered but there is lot to be covered in future researches. One aspect that has not been visible

during the review of literature is the personality aspect in context of Materialism of a shopper that how materialistic personality triggers the impulse buying and in the same way Uniqueness, Innovativeness and the Price Sensitivity of a shopper. Materialism at few places have been related to impulsive buying but not has been studied in depth, in the same way Uniqueness, Innovativeness and Price Sensitive have also not been studied much. Taking these four variables in to account impulsive buying will be covered in this study.

CHAPTER III

RESEARCH METHODOLOGY

The current section is committed to the need of the investigation, scope, objectives, inquire about theory, examining, tools of examination, sources and the instruments of information collection. The constraints of the study have additionally been included for this section. A short depiction has been made under:

3.1 NEED OF THE STUDY

Retailing is perhaps the biggest business in India and greatest wellspring of employment in the nation. In spite of the fact that the retailing business has existed in the nation for quite a long time, it is about a decade or decade and a half years that it saw such enormous development which got potential because of the entry of huge corporates. Organized retailing is spreading and making its essence felt in various pieces of the nation. With incredible potential, India has an unpredictable circumstance for a retailer, as this is where each state and area has its own way of life.

Throughout the years, retailers have been hard hit by various large scale ecological powers that have changed the scene of the business. These incorporate the spread of mass discounters, the increase of rural force communities and lifestyle retailing positions, and the ongoing appearance of the web as an elective retail stage offering buyer's unrivalled comfort. In this condition it is not, at this point enough for a retailer to work in a conventional way by energizing clients with expansive arrangements and expanded store hours. The amusement part of retailing or "enter tailing" is progressively being perceived as a key tool.

Impulse purchasing and retailing goes hand in hand. Take any case whether it's a mall, an organized grocery store or it could be a premium store having some unique and luxury product impulse purchase has a role to play. In the past few years and even in the numerous past researches it has been analysed that impulse purchase accounts for 70-80% of the revenue in organized retailing. Different studies have been performed on impulse purchase and retail insights. This study is focusing on the personality aspect of impulse buying. This research will go in to the deep insights on the trends of consumer behaviour with different personality sets in context of impulse buying by differentiating the particular consumer according to his/her personality type and this is done the help of segmenting the impulse buyers on the basis of their

personality so that the retailers could target impulse buyers by deciding upon a proper strategy to lure them to buy by impulsively and make more profits.

There is another side of this study. Segmented impulse buyers according to their personality type have chosen their preferred store on the basis of the price and uniqueness in the store. This is the first study of its kind which will tell that what would be the preferred store for an impulse buyer so that those particular stores could make extra efforts to not only satisfy but to delight those impulse buyers. This study is really beneficial for the retail managers and for the interns working in retail sector and most importantly for the policy makers. Therefore the statement of the problem under the study has been named as “**A STUDY ON CONSUMER SEGMENTS AND THEIR PERCEPTION MAPPING FOR RETAILERS IN CONTEXT OF IMPULSE BUYING**”.

3.2 SCOPE OF THE STUDY

Retailing in India is picking up consideration more than ever. Organized retailing is particularly making elation among Indian shoppers bringing them into shopping centres and other organized retail setups in gigantic numbers. The current study takes an all-encompassing viewpoint of retailing in context of impulse purchasing. The study will assist with depicting essentials of impulsive shopper’s purchasing behaviour in organized retailing stores viz. Shopping centres, retail establishments, hypermarkets/general stores, rebate stores etc. This study will help in segmenting the impulse buyers based on their personalities in retail locations. The scope of the current study has depicted the development of organized retailing with reference to impulse purchase in India and its effect on shopper’s purchasing behaviour and this study is constrained to two states and six cities of India. These two are one of the largest states of India and the state’s metropolitan cities are selected for this study which are Madhya Pradesh and Uttar Pradesh (Indore, Bhopal, Gwalior, Kanpur, Lucknow and Varanasi). These cities are chosen because the organized retailing still dominates in metros. Among these cities Indore is the commercial capital of Madhya Pradesh. The rapid expansion of the organized retailing in these cities as each and every big name of organized retail can be easily located in these cities. These cities are obvious choice for our study in an attempt to recognize the impulse buyer personality wise and to know their preferred retail setup in the organized retail setup. The study centres on understanding the impulse buyers via their personality types and to know their preference of organized store. All the significant data has been gathered by methods for a field survey and conversations with respondents. The study will be useful to the retailers as

well as the top management involved in policy making and decision making as well as for the impulse buyers.

3.3 OBJECTIVES OF THE STUDY

Keeping in mind the specific extent of the current study, we began with clearly planned goals. By and large the wide goal of the study was to consider the “Consumer Segments and Their Perception Mapping for Retailers in Context of Impulse Buying”. However more explicitly the objectives of the study are:

1. Profiling and identification of consumers in retail industry based on impulsiveness in decision making.
2. To design a perception map through the dimensions that consumer use to perceive in different retailers in the industry.
3. Positioning of consumer’s ideal store on perception dimensions.

3.4 HYPOTHESES

A hypothesis is just a proposed explanation about the universe. Hypothesis could be considered as a tentative solution for a research problem. This announcement could conceivably be valid; the exploration is intended to discover reality. Keeping in mind the overall background of the abovementioned objectives, the study endeavoured to test the below mentioned hypotheses during the span of study.

H₀1: There is no significant difference in impulse buying behaviour of consumers with respect to their personalities.

H₀2: There is no significant relationship between impulse buying tendency and the materialism, uniqueness, innovativeness and price sensitivity.

H₀3: Impulse buying tendency is not significantly estimated by the independent variables materialism, uniqueness, innovativeness and price sensitivity.

3.5 RESEARCH DESIGN

Research design is a blueprint of the data collection, measurement and analysis techniques. It is a structure or a set of methods which is designed to assist in the data collection to data analysis techniques. The word design itself could be called as a structure or arrangement and when research is added with the design it means that it provides all the necessary conditions that are useful for collection and analysis of data. Research design could also be called as

research strategy because a researcher should know how to approach further in the research. Research design provides an in depth information of the procedures used in the data collection till the data analysis techniques. Research design has also been classified in three types which are as follows:

- Exploratory Research Design
- Descriptive Research Design
- Causal (Experimental) Research Design

In this study two type of research designs are used. Exploratory cum Descriptive designs are used in the study.

3.5.1 Exploratory Research Design:

This involves precise investigation of the research problem. Basically this is used when there is not much clarity in the concept about the problem. Exploratory design is also used in the cases when there is no prior research done or when the existing ones are not enough to answer the problem. Exploratory research is about unfolding of different aspects of the study under consideration because this design allows the researcher to develop the working hypotheses from an operational point of view. Such type of studies gives priority to the formulation of the problem for more precise investigation. Exploratory studies involves two type of techniques which are as follows:

1. Secondary Data Analysis
2. Expert Surveys

3.5.2 Descriptive Research Design:

As the name suggests such type of studies are used to describe the characteristics of a group or an individual. Descriptive research primarily deals with the demography of a group of individuals. It describes the nature of a demographic segment. Unlike exploratory studies it does not focus on the how's and why's of a specific problem but only focuses on describing the nature or characteristics about a population. Descriptive studies don't answer why and how as in the case of causal studies. It will only tell about the nature or characteristics.

3.6 RESEARCH METHOD

3.6.1 Primary Enquiry

This source is one where information or pertinent data has been gathered from the related sources as direct data. Examination and conclusions depends essentially on the primary information. The essential information has been gathered by administering the organized questionnaire (Annexure-I) to the respondents. The primary information as the reaction of the buyers', which was of massive significance and spine of the current study, were acquired from the consumers with the assistance of a broadly utilized completely structured questionnaire.

a) Sample Selection

Sampling technique has been utilized to do a thorough and top to bottom investigation of purchasers' impulse purchasing conduct in the organized retail stores. The experimental results of the study depend on the essential information gathered through the primary data of 413 respondents. Mall intercept survey sampling technique is used in the study. The data has been collected from the metro cities of Madhya Pradesh and Uttar Pradesh states of India. The name of the cities are Indore, Bhopal, Gwalior, Lucknow, Kanpur and Varanasi. Data has been collected from different malls having the organized retail stores and also collected directly within the vicinity of these stores itself. The stores included are Big Bazar, Vishal Mega Mart, Pantaloons, Shoppers Stop, Reliance Trends and Easy Day as these are the famous stores of India and almost every shopper recognize these stores that's why these stores are chosen for the study. Some of the biggest malls of the below mentioned cities are selected for the study as more number of shoppers visit these malls.

Table 3.1: Cities Related to Study

S.no.	City	Malls
1)	Lucknow	Phoenix United Mall, Fun Mall, Sahara Ganj Mall
2)	Kanpur	Z Square mall, Rave 3 Mall
3)	Varanasi	IP Vijaya Mall, JHV Mall
4)	Indore	Treasure Island Mall, C 21 Mall, Malhar Mall
5)	Bhopal	DB City Mall, Ashima mall
6)	Gwalior	Dindayal City Mall, DB City Mall

b) Questionnaire Development

By administering the questionnaire the primary data has been collected from the shoppers of organized retail stores. The researcher has collected the data personally in

the field and also took help of colleagues and friends for the purpose of data collection in the field through a well-developed questionnaire.

c) Questionnaire Format

The questionnaire has been designed in two separate sections A and B. The questionnaire covers all the important features to know about the consumer preferences and their dominant personality in context of impulse buying as well as their preferred retail store on the basis of uniqueness and price sensitivity. Section A of the questionnaire starts with basic demographical information and followed by the statements regarding their dominant personality types in context of impulse buying. Section B consists of the statements regarding the consumer's preferred choice of stores.

d) Pilot Study

Information readiness starts with a primer check of the whole survey for its fulfilment. To improve the instrument, a pilot study was led and 30 respondents were approached to top off at first. Respondents of this pilot study were excluded from the main study. Respondents assessed regarding equivocalness in wording, difficulty level of questions, simplicity of addressing questions, in general structure of questions as well as the amount of time to finish the questionnaire. The questionnaire was enhanced as per the bases of their recommendations and input with respect to the fitting descriptive words, configuration and structure of the survey.

3.6.2 Secondary Enquiry

Secondary data has been gathered in order to have all the basic and the necessary information about the impulse buying in the organized retail sector. Secondary data has been gathered from multiple national and international journals related to retailing and consumer behaviour in the retail sector. Different publications helped in collection of information as well the annual reports, magazines and internet are also the important sources of the secondary data. The secondary information helps to set up the base for the study and also cleared the doubts about the concept of impulse purchasing phenomena.

3.7 VARIABLES USED IN THE STUDY

Demographical Variables	Variables related to personality in context of impulse buying	Consumer Preferences for Ideal store
<ul style="list-style-type: none"> • Gender • Birth Place • Age • Education • Annual family income 	<ol style="list-style-type: none"> 1) I often buy without thinking. 2) I buy what I like without thinking about consequences. 3) If I see something that excites me, I buy it. 4) I sometimes buy things because I like buying things, rather than I need them. 5) Luxurious products indulge me to buy. 6) I prefer buying premium products without much thinking about consequences. 7) I admire people who buy expensive products instantly 8) All luxurious items in my life is a result of unplanned buying 9) I consider myself as special and different after buying spontaneously 10) I can't resist buying a unique dress on shelf 11) Products that are special and different attracts me to buy even if not required 12) Novel things appeal me to buy instantly 13) I am inclined to buy irrespective of requirement at sales or discount 	<ul style="list-style-type: none"> • Big Bazar • Vishal Mega Mart • Easy Day • Shoppers Stop • Reliance Trends • Pantaloons • Ideal store

	<p>14) Low prices indulge me to buy even if not thought of</p> <p>15) Whenever I find lower prices I could not stop myself from buying</p> <p>16) I don't think of use while deciding to buy when price is attractive</p> <p>17) I don't look for information about new and trending products and used to buy without any calculation</p> <p>18) When I see a new brand on the shelf I am not afraid of giving it a try</p> <p>19) Among my friends I am the first to buy (try) the newly launched products</p> <p>20) I continuously seek for innovative product experiences without thinking much of its utility</p>	
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3.8 DATA ANALYSIS AND INTERPRETATION

Data collected from the respondents that is primary data has been appropriately analysed and interpreted using different statistical and mathematical tools and techniques. Using tools and techniques appropriate conclusions and inferences have been drawn. Data analysis has been carried out with the help of SPSS version 22. The preliminary methods used for the analysis and interpretation of data are following:

3.8.1 Mathematical Techniques

(i) Mean or Average

(ii) Percentages

3.8.2 Tabular Analysis

Tables represent the data in such a way that it is easy to interpret and analyse. Descriptive tables which include mean, standard deviation, error make it easy for the researcher in reaching to the inferences of a set of population. The tabular data makes the data more attractive and also meaningful.

3.8.3 Diagrammatical Methods

The data collected has been presented in the form of Pie charts, Bar graphs and graphs at places where it is required to do so. Graphical representation of the data makes itself presentable in such a way that it is easy and very handy to interpret.

3.8.4 Statistical Methods

Statistical techniques used are as follows:

- Reliability Analysis (Cronbach's alpha)
- Cluster Analysis (Hierarchical and Non Hierarchical)
- Multi-Dimensional Scaling (MDS)
- Correlation Analysis
- ANOVA

3.8.4.1 Cronbach's Alpha

Cronbach alpha is a tool for measurement of consistency or it is called as indicator of consistency. It is also known as the coefficient alpha. It measures the internal consistency among the items. The range of alpha is 0 to 1. If $\alpha = 0$ this means there is no consistency in measurement and $\alpha = 1$ represents perfect consistency in measurement of items in the scale. Cronbach's $\alpha = .70$ has been considered reliable and acceptable (Hair et.al 2010). Analysis begins with the reliability of the constructs and for this purpose alpha coefficient is used. Reliability is the term used when an instrument is designed to measure any construct and that gives the same result again and again. 70% of the variance in the score is acceptable and reliable variance and 30% of the variance is the error variance.

3.8.4.2 Cluster Analysis

The cluster analysis technique is very useful in marketing research as it is used to segment the market according to the type of consumers. It is a group of multivariate techniques used to group objects (Agarwal and Reddy, 2014). Cluster analysis is also known as numerical taxonomy or classification analysis (Marketing Research by Naresh Malhotra, 5th edition). This technique is very close to factor analysis as it is used to reduce the data by grouping the variables. Clustering techniques groups the respondents or the cases. By using cluster analysis a large group of respondents can be reduced into different clusters. These clusters have homogenous respondents means they are same in their behaviour or characteristics. Clustering technique helps in reducing the number of respondents by generating heterogeneous clusters but inside the clusters there is homogeneity in behaviours of characteristics of respondents. There are three types of cluster analysis techniques:

- 1) Hierarchical Cluster Analysis
- 2) Non- Hierarchical Cluster Analysis
- 3) Combination of both the techniques

3.8.4.2.1 Hierarchical Cluster Analysis

This type of analysis is used to know that how many clusters are to be formed. The methods in hierarchical clustering are as follows:

- a) **Agglomerative Method:** In this methods the objects starts in an own separate cluster. Now after this the two most similar clusters are combined and the process goes on and on until all objects combines into one cluster (Rosie Corninsh, 2007). Agglomerative techniques are further divided into three techniques which are as follows:
 - (i) **Linkage Method:** This method consists of three methods namely Single Linkage, Complete Linkage and Average Linkage. Single Linkage method is also called Nearest Neighbour Method (Rosie Corninsh, 2007). In this technique the similarity is defined between the clusters as the shortest distance from any object in one cluster to any object in the other cluster.
Complete Linkage is also known as the farthest neighbour method. This method is opposite to the single linkage method (Rosie Cornish, 2007). This method assumes the maximum distance from any one object in one cluster to any other object in other cluster.

Average Linkage method technique works on the principle that distance between two clusters is defined as the average distance between all pairs of the two clusters members (Rosie Cornish, 2007)

- (ii) **Centroid Method:** Centroid means the mean value. In this method mean value for each cluster is calculated and then this calculated distance is used between the clusters. Clusters having the nearest centroids are then grouped together (Hening, 2015).
 - (iii) **Ward's Method:** In this technique all the clusters are merged and the sum of squared distance is measured within each cluster and then summed over all the clusters. The combination with the lowest sum of squares is chosen. The clusters thus formed in this technique are of equal size but which is not always desirable. This method is generally considered as the most used method (Rosie Cornish, 2007).
- (b) **Divisive Method:** In this method objects starts with a single cluster and then gets split into additional two clusters containing the most dissimilar objects (Rosie Cornish, 2007).

3.8.4.2.2 Non Hierarchical Cluster Analysis

This type of cluster analysis is used to know the characteristics or behaviour of the cluster so formed. Unlike the hierarchical methods this method does not involve treelike construction process. Non-Hierarchical clustering also known as K-means clustering. In this technique the number of clusters are not calculated but they are already specified in advance. The different types of non-hierarchical clustering method are as follows:

- (i) **Sequential Threshold Method:** It begins with the selection of one cluster seed and then involves all the objects within a pre-specified distance. The disadvantage of this method is that when an observation is assigned to a cluster then there cannot be any other cluster even if it is more analogous.
- (ii) **Parallel Threshold Method:** This method of non-hierarchical clustering specifies several cluster centres at once. Each object which is within a pre-specified threshold distance from the centre is merged together.
- (iii) **Optimizing Procedures:** This method is different from the two above mentioned threshold techniques. The objects can be reassigned later to clusters to optimize an overall criterion such as average within cluster distance for a given number of clusters.

3.8.4.3 Multi-Dimensional Scaling (MDS)

Multi-Dimensional Scaling is a multivariate technique that is used to visualise the level of similarity of individual cases of a dataset in one or two dimensions. The cases or objects could be anything like consumer perceptions, political perception or any kind of conceptual stimuli (Kruskal and Wish, 1968). Objects which are analogous to one another or are having shorter distance appears very close to each other on a 2-dimensional graph than the objects which have a large distance or which are not like appears farther on the graph. Multi-dimensional scaling technique also serves as a dimension reduction technique when there is high dimensional data (Buja et.al, 2007). This technique is also known as perceptual mapping as the perception of the individuals are mapped in space such that it could be easy to know about the how the individuals feel about the various brands of products or may be different retail stores. There are some terms related to MDS technique which are as follows:

- a) **Similarity Judgements:** Similarity judgements are the ratings on all possible pair of objects or stimuli in terms of the resemblance between them using a Likert type scale.
- b) **Preference Rankings:** These are the rank orderings of the stimuli from most preferred to least preferred. These are normally obtained from the respondents.
- c) **Stress:** It is a lack of fit measure, higher values of stress indicate poorer fits.
- d) **Spatial Map:** Perceived relationships among the products, brands or any other stimuli are represented as geometric relationships among points in a multidimensional space called a spatial map.
- e) **Coordinates:** These represent a positioning of a brand or a stimulus in a spatial map.

There are two types of MDS methods based on the input data but the output is same in both the cases which are following:

Metric MDS

Non Metric MDS

3.8.4.4 ANOVA

Analysis of variance (ANOVA) also known as F test is employed to compare the difference of means of more than two populations. ANOVA reveals the main and interaction effects of classification of independent variables on one or more than one independent variables. In the present the ANOVA is used to observe the significance of the items in cluster.

3.8.4.5 Correlation Analysis

Correlation analysis reveals the relationship or it is better to say that it examines the closeness of relationship between the variables. Correlation is therefore focused towards the measurement of degree of association between the variables. In the present study correlation analysis is employed to measure the closeness of relationship between impulse buying tendency with other variables like materialism, uniqueness, innovativeness and price sensitivity.

3.8.4.6 Regression Analysis

It is a multivariate technique to determine the causal effect of independent variables on the dependent variable. The present study has Impulse buying tendency as dependent variables and there are four independent variables.

3.9 SAMPLE SIZE CALCULATION

The sample size is calculated using the formula for large infinite populations

$$N = (Z \cdot s / e)^2$$

Where $Z=1.96$ at 95% confidence interval

S = standard deviation, e =standard error

$$N = (1.96 \times 1.09029 / .10491)^2$$

$$N = 413$$

The literature review suggested that many of the previous researchers have used a sample of generally 100 to 500 respondents for carrying out the research. These literatures included Steenkamp 2005; Lee and Yi 2008; Trimizi et al. 2009 and Amanda Coley 2002.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

The present chapter is presenting the detailed statistical analysis of the data in order to achieve the objectives and hypotheses framed in this study. In the starting, the profile of the sample has been discussed. Later the reliabilities of different scales has been discussed with the hypothesis testing and objectives.

4.1 Demographic Profile of Respondents

The demographic profile of the respondents are presented in the form of form of pie charts for proper visualisation as well as presented in the form of tables. Demographic profile includes the Gender, Age, Education and Annual Income.

Fig 4.1

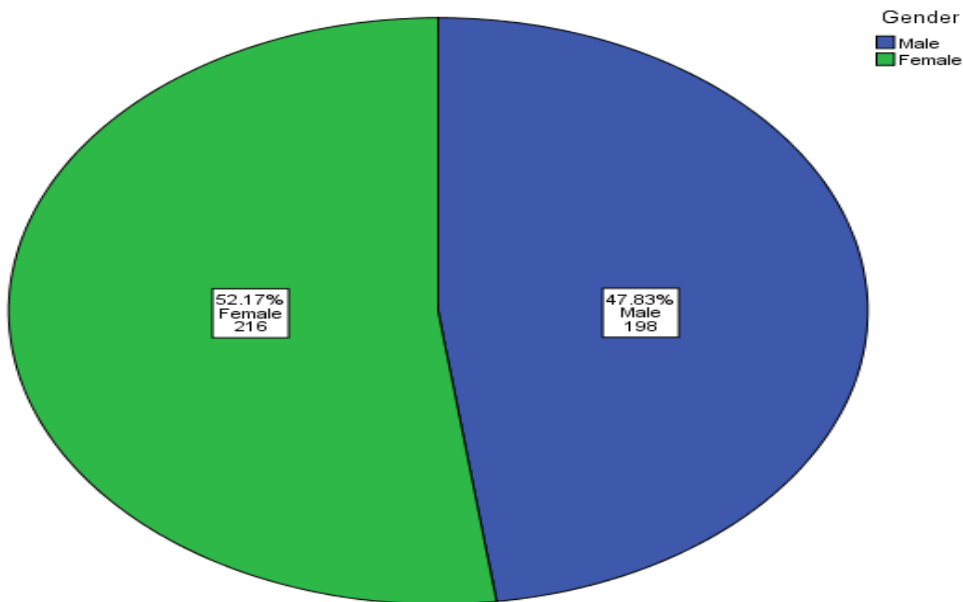


Table 4.1: Gender Representation

S.no	Gender	Number of Respondents	Percentage
1	Male	198	47.83
2	Female	216	52.17
	Total	414	100.00

It could be seen from the table and the graph that females participated in more numbers as compared to males with a difference of almost 5% .

Fig 4.2

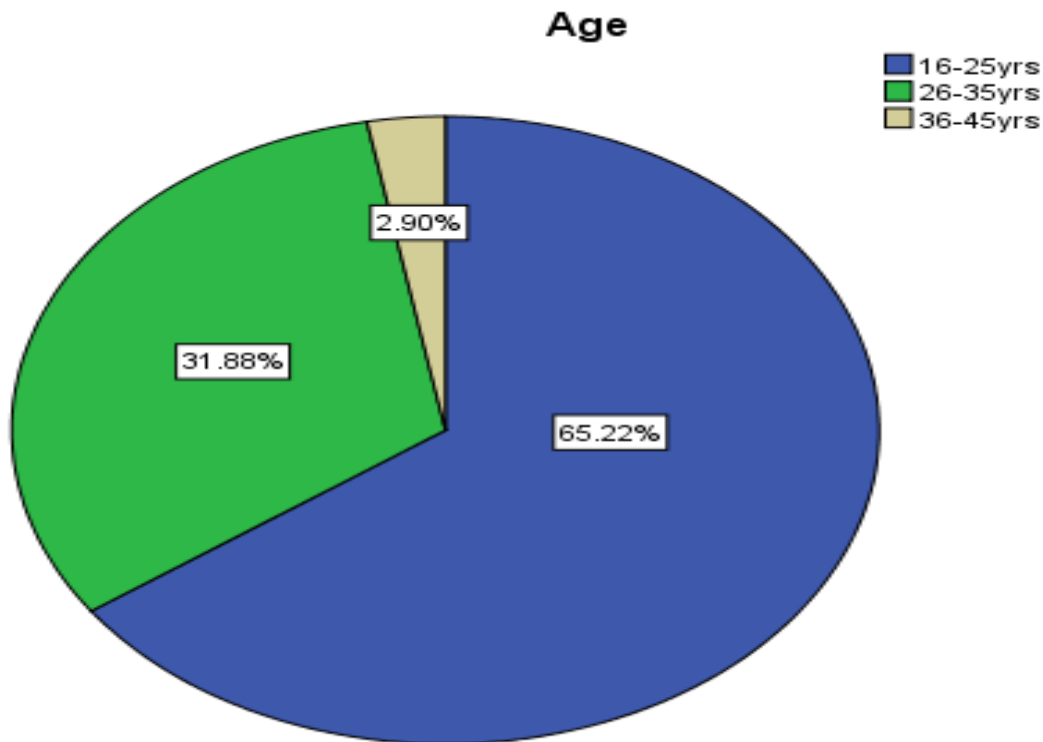


Table 4.2: Age Representation

S.no	Age	Number of Respondents	Percentage
1	16-25 years	270	65.22
2	26-35 years	132	31.88
3	36-45 years	12	2.90
4	Total	414	100.00

From the table it could be seen that the respondents aging between 16-25 years are the most active ones in impulse purchasing with almost 65%. Youth ranging between 16-25 years are more indulged in impulse purchasing as compared to other age groups. Meanwhile another group of respondents ageing between 26-35 years accounts for almost 32% are also active in

impulse purchasing, the reason may be that these age group people are more stable and when these respondents are asked about impulse purchasing they were interested to talk about this and responded firmly.

Fig 4.3

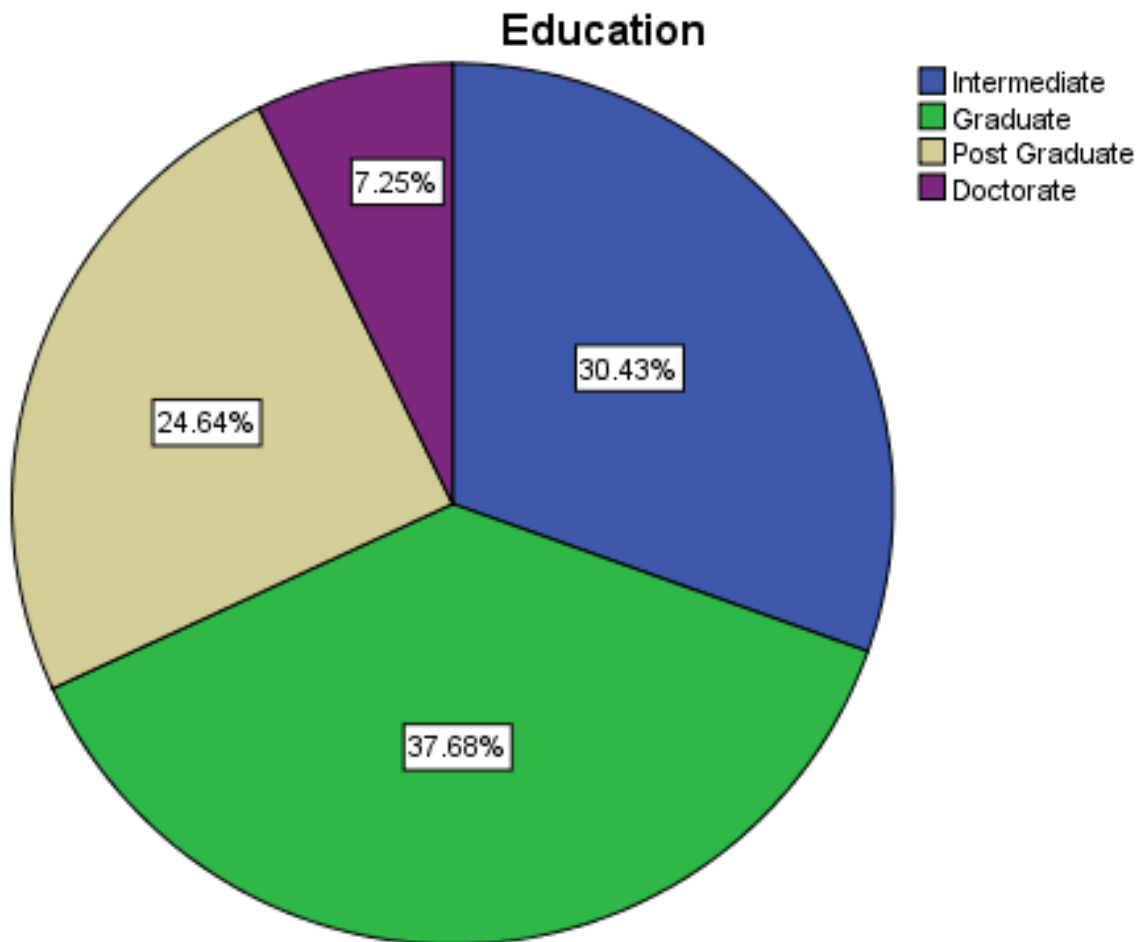


Table 4.3: Education Level

S.no	Education Level	Number of Respondents	Percentage
1	Intermediate	126	30.43
2	Graduate	156	37.68
3	Post Graduate	102	24.64
4	Doctorate	30	7.25
Total		414	100.00

From the table it is clear that the graduates are more in number in fact maximum in number and the doctorates are least in number. Respondents with education up to intermediate were in their colleges when asked about their education. These respondents are also large in number

after the graduates. These are young age people studying in colleges and are very much indulged impulse buying. Post graduates are also up to some extent interested in impulse buying but the respondents with doctorate level education were least interested.

Fig 4.4

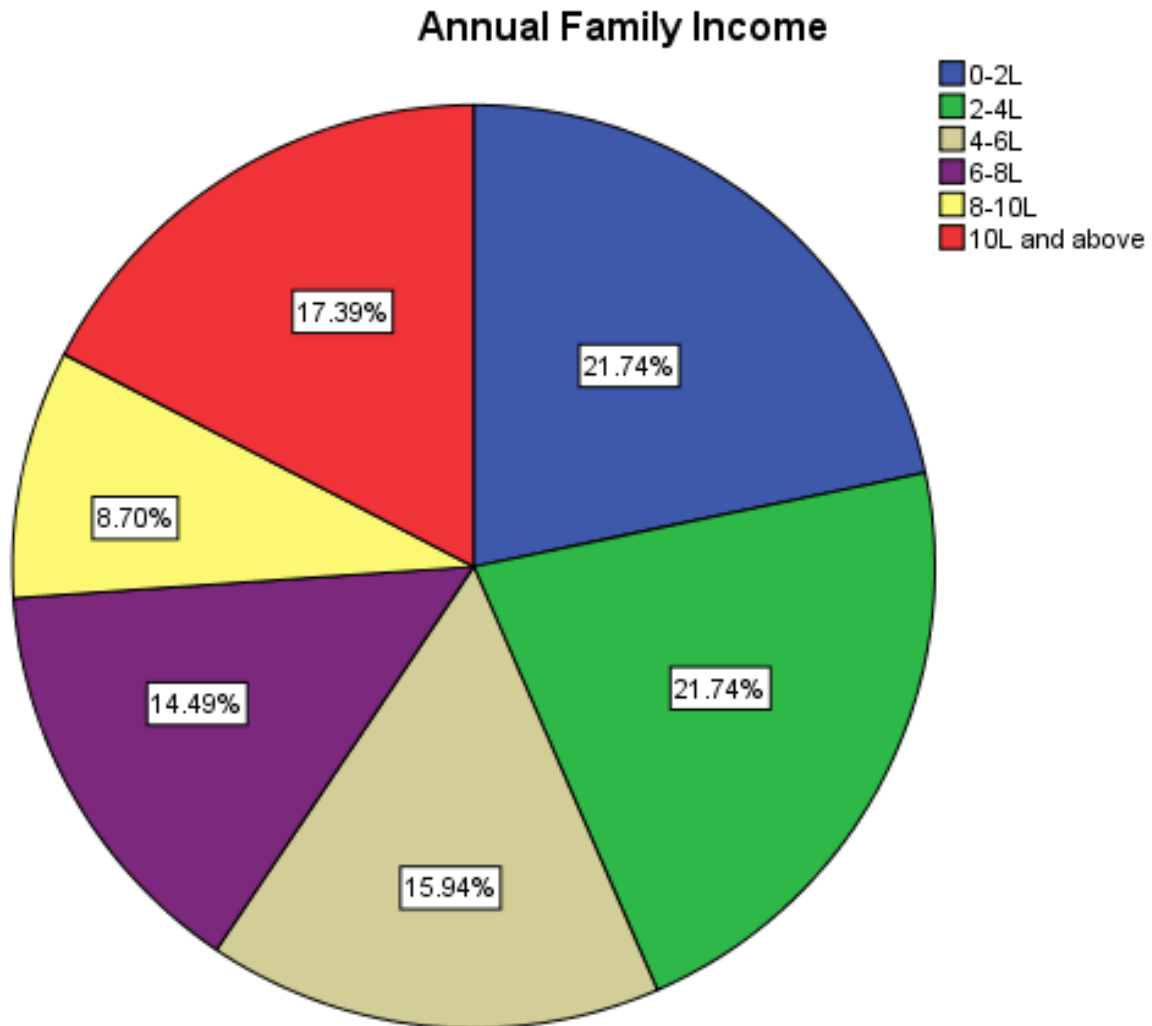


Table 4.4: Annual Family Income

S.no	Annual Family Income	Number of Respondents	Percentage
1	0-2 Lakhs	90	21.74
2	2-4 Lakhs	90	21.74
3	4-6 Lakhs	66	15.94
4	6-8 Lakhs	60	14.49
5	8-10 Lakhs	36	8.70
6	10 Lakhs and above	72	17.39
Total		414	100.00

It is observed that least income group people as well as high income group people are largely interested in impulse purchase. Middle income level group respondents are also in good numbers. But the window of 8-10 Lakhs were the least when it comes to impulse purchasing. Respondents with highest income group are in great numbers and it is also obvious that they are well capable of buying impulsively. Low income group respondents are high in numbers as the case may be instead of their low income group belonging they could be the price sensitive impulse buyers. Whenever they use to find the attractive prices they could have indulged in impulse buying. In this research a special group of people have also been studied which are Price Sensitive Impulse Buyers. Further in the study we will find that price sensitive impulse buyers are as important as the other classified groups. People belonging to middle income group in this study are also in good numbers when it comes to impulse buying. These middle income group people are capable enough to get indulged in impulse buying.

Finally summarizing the demographic profile of the respondents it has been observed that in each and every respondent there are some features of impulse buying and in most cases respondents at sometimes in their life indulge in impulse buying irrespective of their age, gender, education and family income. Talking about the age group people with 16-25 years are more involved in impulse buying as the case may be that they consider themselves unique by buying impulsively or that they could like the new and innovative products and the innovative products are generally liked by the majority of the young age people. For e.g. the electronic gadgets like cell phones or video games are most popular among this age group.

Gender is also important when it comes to buying impulsively. The trend according to the study is that males and females both are impulse buyers but females are more in number as compared to males. It could be interpreted that females are the deal breakers. It has been observed as the data suggests that females are in majority. Meanwhile most of the females generally like to shop so female impulse buyers is not a surprising number. The other reason is that now more women are employed as compared to a few years back and getting their salaries so they like to shop more and they get motivated by their salaries.

Highest level of educated people are least interested in impulse purchasing i.e. Doctorate. Other than these all the other people having good education and a great number of respondents are pursuing their graduation in colleges and these are of younger ages so as discussed above these people are more involved in impulse buying. Graduates are highest in number and most of them were employed when they were asked about their status and are they are lying between the

ages of 26-35 years. Post Graduates are also lying in this range and they are also in large numbers and stable in their careers compared to intermediate level.

4.2 Reliability of Scales

A total of five scales have been designed for the study based on the literature review comprising of Impulse Buying Tendency, Materialism, Uniqueness, Price Sensitivity and Innovative Buyers. All these constructs designed are the base for the study.

4.2.1 Impulse Buying Tendency

The impulse buying tendency scale has been designed by different authors and validated like (Rook and Fisher, 1995, Weun et.al, 1998, Verplanken and Herabadi, 2001, Jones et.al, 2003). Before pretesting the scale there were six items in the scale but after pilot study only four items considered suitable and has given good result. The reliability analysis has been carried out in SPSS version 22. The output tables from the SPSS software are used for describing the data analysis.

Table 4.5

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	4

Table 4.5.1

Item Statistics			
	Mean	Std. Deviation	N
I often buy without thinking	3.04	1.420	414
I buy what I like without thinking about consequences	3.23	1.417	414
If I see something that excites me I buy it	3.96	1.471	414
I sometimes buy things because I like buying things, rather than I need them	3.19	1.629	414

From the result given in the table it is seen that the alpha coefficient is .856 which is good measure and acceptable for this study. However alpha value of .70 is acceptable for the scale to be reliable (Hair et.al, 2010). The person with high impulse buying tendency generate more

chances of buying impulsively. After analysing the scale of impulse buying tendency it could be said that people are careless when it comes to impulsive purchasing.

4.2.2 Materialism

As also discussed in the chapter of literature review impulse buying is somewhere affected by the materialistic aspect of the consumer. Materialism is a psychographic trait and these type of people relies heavily on the luxury of life or the materialistic. The scale for measurement of materialism was developed by Dawson & Kim in 1992. There are other scales developed too materialism but till now no scale has been designed in general in context of impulse buying specifically. The researcher here designed a scale of materialism in context of impulsive purchasing.

Table 4.6

Reliability Statistics	
Cronbach's Alpha	N of Items
.834	4

Table 4.6.1

Item Statistics			
	Mean	Std. Deviation	N
Luxurious products indulge me to buy	3.54	1.658	414
I prefer buying premium products without thinking much of consequences	3.39	1.583	414
I admire people who buy expensive products instantly	3.04	1.420	414
All luxurious items in my life is a result of unplanned shopping	3.04	1.480	414

From the table 4.6 it can be observed that the alpha for the materialism scale is .834 which is good enough for the measurement and the number of items can be observed in Table 4.6.1. The person with high materialism will buy more materialistic products impulsively. The scale

represents the materialistic aspect inside the impulse buyers and their tendency to buy impulsively the materialistic or luxurious products. Such type of impulse buyers could be a boon for the retail stores as they like to buy premium products impulsively.

4.2.3 Uniqueness

Uniqueness means to be considered different among a group of people. This aspect of personality has not been covered appropriately in the past literatures in context of impulsive purchasing. In modern era majority wanted to be unique by purchasing some unique products as to be considered different in the society. Uniqueness is related to impulse buying as it triggers the impulse buying of unique products (Khuog and Tran, 2015). In the pre testing phase of the study the scale consisted of five items but after getting the results from pilot study it is reduced to a four item scale.

Table 4.7

Reliability Statistics	
Cronbach's Alpha	N of Items
.801	4

Table 4.7.1

Item Statistics			
	Mean	Std. Deviation	N
I consider myself as special and different after buying spontaneously	3.58	1.519	414
I can't resist buying a unique dress on shelf	3.54	1.432	414
Products that are special and different attracts me to buy even if not required	3.62	1.427	414
Novel things appeal me to buy instantly	3.77	1.417	414

From table 4.7 it could be seen that the alpha value for Uniqueness is .801 and Table 4.7.1 is showing the number of items for the measurement of uniqueness personality trait of the

shopper. The value of the alpha suggests that it is a good measurement of the uniqueness of the consumer. The more the unique a shopper is the more he buys the unique or the premium items impulsively. It could be any kind of unique product like a premium phone, ring etc.

4.2.4 Price Sensitivity

In modern times majority of the population is price sensitive. All the people does not have the liberty as in the case of materialistic people and unique people when it comes to impulse buying. In the demographic profile it was observed that the low level income group was in a great majority of impulse buyers. Past literature also suggests that price sensitivity and impulse buying are related to each other. Xu and Huang (2014), Lee and Kim (2013) supported the fact impulse buying is somewhere governed by the price of the product. An attempt has been made to design a scale to measure the price sensitivity aspect of consumers in context of impulse buying because a scale strict to price sensitive impulse buying has not been designed.

Table 4.8

Reliability Statistics	
Cronbach's Alpha	N of Items
.817	4

Table 4.8.1

Item Statistics			
	Mean	Std. Deviation	N
I am inclined to buy irrespective of requirement at sales or discount	3.75	1.410	414
Low prices indulges me to buy even if not thought of	3.90	1.333	414
Whenever I find lower prices I could not stop myself from buying	3.80	1.432	414
I don't think of use while deciding to buy when price is attractive	3.42	1.460	414

From the Table 4.8 the alpha value is found to be .817 which is a good measurement for the measurement of price sensitivity in terms of impulse buying. Secondly Table 4.8.1 is showing the number of items i.e. four. In the pre testing phase the scale consisted of five items but after the pilot study results the statements are reduced to four for better results.

4.2.5 Innovative Buyers

These type of buyers always use to buy innovative or new products. These type of shoppers don't hesitate in purchasing any new product launched in the market. Innovativeness is a personality trait that is about being innovative when it comes to shopping or impulse purchasing. Taking psychological aspect into consideration scales on innovativeness has been designed in the past by (Raju 1980, Le Louran 1997 and Roherich, 2004). Innovativeness scale in context of impulse buying has not been constructed before.

Table 4.9

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	4

Table 4.9.1

Item Statistics			
	Mean	Std. Deviation	N
I don't look for information about new and trending products and use to buy without any calculation	2.72	1.373	414
When I see a new brand on the shelf I am not afraid of giving it a try	3.67	1.371	414
Among my friends I am first to buy (try) the newly launched products	3.26	1.492	414
I continiously seek for innovative product experiences without thinking much of its utility	3.33	1.328	414

From the Table 4.9 the Cronbach's alpha value obtained is .831. This shows that there is a high internal consistency among the items in the scale. The value is .831 is good and acceptable for the measurement of innovativeness of the impulse buyers. The value of .831 suggests that each and every aspect of innovativeness of the shopper can be measured in context of impulsive buying. This scale consisted of six items before pre testing. After obtaining the results of the pilot study the statements are reduced to four for better measurement and appropriate results.

4.2.6 Summary of Reliability Analysis

All the scales have been found suitable for the measurement of the specific traits. The acceptable value for Cronbach's alpha is .70 (Hair et.al). .70 is considered suitable, .80 is considered good for the measurement. A table highlighting all the Cronbach's alpha values of all the constructs and the number of items in each scale has been given below and giving a summary of all the above mentioned tables which are output tables obtained from the SPSS after analysing the data.

Table 4.10: Reliability Analysis of Scales

S.no	Name of Construct	Cronbach's Alpha	Number of Items
1)	Impulse Buying Tendency	.856	4
2)	Materialism	.834	4
3)	Uniqueness	.801	4
4)	Price Sensitivity	.817	4
5)	Innovativeness	.831	4

This is a clear presentation on all the alpha scores of the constructs in the tabular form for better understanding other than the tables obtained by the SPSS output. Each and every scale designed is showing a high internal consistency among the items used in the scale. All the alpha values are best suited for the measurement of any of these traits mentioned above. Impulse buying tendency has the highest alpha value of .856 this means the more will be the impulse buying tendency among the shoppers the more they buy impulsively. These values are representing 85.6% of variance in Impulse Buying Tendency is explained and rest is error. Similarly 83.4% of variance is explained in Materialism and rest is error and similarly representing the percent of variance and the error in all the designed scales.

4.3 Cluster Analysis

4.3.1 Objective 1: Profiling and identification of consumers in retail industry based on impulsiveness in decision making.

Both hierarchical and non-hierarchical clustering methods have been used to classify the number of clusters for the classification of impulse buyers based on their personality trait. First of all hierarchical clustering method is used to determine the number of clusters made and then after obtaining the number of clusters non-hierarchical clustering method (K-means) is used in generating the clusters to know the specific characteristic or behaviour of the clusters made.

To know the number of clusters using hierarchical clustering Ward Linkage method is used under the Agglomeration schedule. The number of clusters can be counted by starting the counting of coefficient values from the last of the table. The counting continues until the change in coefficient values becomes stable that means it should show a similar pattern of change in the coefficient values.

Table 4.11: Ward Linkage Method

Agglomeration Schedule						
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	345	414	.000	0	0	70
2	344	413	.000	0	0	71
3	343	412	.000	0	0	72
4	342	411	.000	0	0	73
5	341	410	.000	0	0	74
6	340	409	.000	0	0	75
7	339	408	.000	0	0	76
8	338	407	.000	0	0	77
9	337	406	.000	0	0	78
10	336	405	.000	0	0	79
11	335	404	.000	0	0	80
12	334	403	.000	0	0	81
13	333	402	.000	0	0	82
14	332	401	.000	0	0	83
15	331	400	.000	0	0	84
16	330	399	.000	0	0	85
17	329	398	.000	0	0	86
18	328	397	.000	0	0	87

19	327	396	.000	0	0	88
20	326	395	.000	0	0	89
21	325	394	.000	0	0	90
22	324	393	.000	0	0	91
23	323	392	.000	0	0	92
24	322	391	.000	0	0	93
25	321	390	.000	0	0	94
26	320	389	.000	0	0	95
27	319	388	.000	0	0	96
28	318	387	.000	0	0	97
29	317	386	.000	0	0	98
30	316	385	.000	0	0	99
31	315	384	.000	0	0	100
32	314	383	.000	0	0	101
33	313	382	.000	0	0	102
34	312	381	.000	0	0	103
35	311	380	.000	0	0	104
36	310	379	.000	0	0	105
37	309	378	.000	0	0	106
38	308	377	.000	0	0	107
39	307	376	.000	0	0	108
40	306	375	.000	0	0	109
41	305	374	.000	0	0	110
42	304	373	.000	0	0	111
43	303	372	.000	0	0	112
44	302	371	.000	0	0	113
45	301	370	.000	0	0	114
46	300	369	.000	0	0	115
47	299	368	.000	0	0	116
48	298	367	.000	0	0	117
49	297	366	.000	0	0	118
50	296	365	.000	0	0	119
51	295	364	.000	0	0	120
52	294	363	.000	0	0	121
53	293	362	.000	0	0	122
54	292	361	.000	0	0	123
55	291	360	.000	0	0	124
56	290	359	.000	0	0	125
57	289	358	.000	0	0	126
58	288	357	.000	0	0	127
59	287	356	.000	0	0	128
60	286	355	.000	0	0	129
61	285	354	.000	0	0	130

62	284	353	.000	0	0	131
63	283	352	.000	0	0	132
64	282	351	.000	0	0	133
65	281	350	.000	0	0	134
66	280	349	.000	0	0	135
67	279	348	.000	0	0	136
68	278	347	.000	0	0	137
69	277	346	.000	0	0	138
70	69	345	.000	0	1	208
71	68	344	.000	0	2	209
72	67	343	.000	0	3	210
73	66	342	.000	0	4	211
74	65	341	.000	0	5	212
75	64	340	.000	0	6	213
76	63	339	.000	0	7	214
77	62	338	.000	0	8	215
78	61	337	.000	0	9	216
79	60	336	.000	0	10	217
80	59	335	.000	0	11	218
81	58	334	.000	0	12	219
82	57	333	.000	0	13	220
83	56	332	.000	0	14	221
84	55	331	.000	0	15	222
85	54	330	.000	0	16	223
86	53	329	.000	0	17	224
87	52	328	.000	0	18	225
88	51	327	.000	0	19	226
89	50	326	.000	0	20	227
90	49	325	.000	0	21	228
91	48	324	.000	0	22	229
92	47	323	.000	0	23	230
93	46	322	.000	0	24	231
94	45	321	.000	0	25	232
95	44	320	.000	0	26	233
96	43	319	.000	0	27	234
97	42	318	.000	0	28	235
98	41	317	.000	0	29	236
99	40	316	.000	0	30	237
100	39	315	.000	0	31	238
101	38	314	.000	0	32	239
102	37	313	.000	0	33	240
103	36	312	.000	0	34	241
104	35	311	.000	0	35	242

105	34	310	.000	0	36	243
106	33	309	.000	0	37	244
107	32	308	.000	0	38	245
108	31	307	.000	0	39	246
109	30	306	.000	0	40	247
110	29	305	.000	0	41	248
111	28	304	.000	0	42	249
112	27	303	.000	0	43	250
113	26	302	.000	0	44	251
114	25	301	.000	0	45	252
115	24	300	.000	0	46	253
116	23	299	.000	0	47	254
117	22	298	.000	0	48	255
118	21	297	.000	0	49	256
119	20	296	.000	0	50	257
120	19	295	.000	0	51	258
121	18	294	.000	0	52	259
122	17	293	.000	0	53	260
123	16	292	.000	0	54	261
124	15	291	.000	0	55	262
125	14	290	.000	0	56	263
126	13	289	.000	0	57	264
127	12	288	.000	0	58	265
128	11	287	.000	0	59	266
129	10	286	.000	0	60	267
130	9	285	.000	0	61	268
131	8	284	.000	0	62	269
132	7	283	.000	0	63	270
133	6	282	.000	0	64	271
134	5	281	.000	0	65	272
135	4	280	.000	0	66	273
136	3	279	.000	0	67	274
137	2	278	.000	0	68	275
138	1	277	.000	0	69	276
139	207	276	.000	0	0	208
140	206	275	.000	0	0	209
141	205	274	.000	0	0	210
142	204	273	.000	0	0	211
143	203	272	.000	0	0	212
144	202	271	.000	0	0	213
145	201	270	.000	0	0	214
146	200	269	.000	0	0	215
147	199	268	.000	0	0	216

148	198	267	.000	0	0	217
149	197	266	.000	0	0	218
150	196	265	.000	0	0	219
151	195	264	.000	0	0	220
152	194	263	.000	0	0	221
153	193	262	.000	0	0	222
154	192	261	.000	0	0	223
155	191	260	.000	0	0	224
156	190	259	.000	0	0	225
157	189	258	.000	0	0	226
158	188	257	.000	0	0	227
159	187	256	.000	0	0	228
160	186	255	.000	0	0	229
161	185	254	.000	0	0	230
162	184	253	.000	0	0	231
163	183	252	.000	0	0	232
164	182	251	.000	0	0	233
165	181	250	.000	0	0	234
166	180	249	.000	0	0	235
167	179	248	.000	0	0	236
168	178	247	.000	0	0	237
169	177	246	.000	0	0	238
170	176	245	.000	0	0	239
171	175	244	.000	0	0	240
172	174	243	.000	0	0	241
173	173	242	.000	0	0	242
174	172	241	.000	0	0	243
175	171	240	.000	0	0	244
176	170	239	.000	0	0	245
177	169	238	.000	0	0	246
178	168	237	.000	0	0	247
179	167	236	.000	0	0	248
180	166	235	.000	0	0	249
181	165	234	.000	0	0	250
182	164	233	.000	0	0	251
183	163	232	.000	0	0	252
184	162	231	.000	0	0	253
185	161	230	.000	0	0	254
186	160	229	.000	0	0	255
187	159	228	.000	0	0	256
188	158	227	.000	0	0	257
189	157	226	.000	0	0	258
190	156	225	.000	0	0	259

191	155	224	.000	0	0	260
192	154	223	.000	0	0	261
193	153	222	.000	0	0	262
194	152	221	.000	0	0	263
195	151	220	.000	0	0	264
196	150	219	.000	0	0	265
197	149	218	.000	0	0	266
198	148	217	.000	0	0	267
199	147	216	.000	0	0	268
200	146	215	.000	0	0	269
201	145	214	.000	0	0	270
202	144	213	.000	0	0	271
203	143	212	.000	0	0	272
204	142	211	.000	0	0	273
205	141	210	.000	0	0	274
206	140	209	.000	0	0	275
207	139	208	.000	0	0	276
208	69	207	.000	70	139	277
209	68	206	.000	71	140	278
210	67	205	.000	72	141	279
211	66	204	.000	73	142	280
212	65	203	.000	74	143	281
213	64	202	.000	75	144	282
214	63	201	.000	76	145	283
215	62	200	.000	77	146	284
216	61	199	.000	78	147	285
217	60	198	.000	79	148	286
218	59	197	.000	80	149	287
219	58	196	.000	81	150	288
220	57	195	.000	82	151	289
221	56	194	.000	83	152	290
222	55	193	.000	84	153	291
223	54	192	.000	85	154	292
224	53	191	.000	86	155	293
225	52	190	.000	87	156	294
226	51	189	.000	88	157	295
227	50	188	.000	89	158	296
228	49	187	.000	90	159	297
229	48	186	.000	91	160	298
230	47	185	.000	92	161	299
231	46	184	.000	93	162	300
232	45	183	.000	94	163	301
233	44	182	.000	95	164	302

234	43	181	.000	96	165	303
235	42	180	.000	97	166	304
236	41	179	.000	98	167	305
237	40	178	.000	99	168	306
238	39	177	.000	100	169	307
239	38	176	.000	101	170	308
240	37	175	.000	102	171	309
241	36	174	.000	103	172	310
242	35	173	.000	104	173	311
243	34	172	.000	105	174	312
244	33	171	.000	106	175	313
245	32	170	.000	107	176	314
246	31	169	.000	108	177	315
247	30	168	.000	109	178	316
248	29	167	.000	110	179	317
249	28	166	.000	111	180	318
250	27	165	.000	112	181	319
251	26	164	.000	113	182	320
252	25	163	.000	114	183	321
253	24	162	.000	115	184	322
254	23	161	.000	116	185	323
255	22	160	.000	117	186	324
256	21	159	.000	118	187	325
257	20	158	.000	119	188	326
258	19	157	.000	120	189	327
259	18	156	.000	121	190	328
260	17	155	.000	122	191	329
261	16	154	.000	123	192	330
262	15	153	.000	124	193	331
263	14	152	.000	125	194	332
264	13	151	.000	126	195	333
265	12	150	.000	127	196	334
266	11	149	.000	128	197	335
267	10	148	.000	129	198	336
268	9	147	.000	130	199	337
269	8	146	.000	131	200	338
270	7	145	.000	132	201	339
271	6	144	.000	133	202	340
272	5	143	.000	134	203	341
273	4	142	.000	135	204	342
274	3	141	.000	136	205	343
275	2	140	.000	137	206	344
276	1	139	.000	138	207	345

277	69	138	.000	208	0	369
278	68	137	.000	209	0	346
279	67	136	.000	210	0	357
280	66	135	.000	211	0	389
281	65	134	.000	212	0	378
282	64	133	.000	213	0	401
283	63	132	.000	214	0	405
284	62	131	.000	215	0	384
285	61	130	.000	216	0	390
286	60	129	.000	217	0	375
287	59	128	.000	218	0	365
288	58	127	.000	219	0	385
289	57	126	.000	220	0	364
290	56	125	.000	221	0	388
291	55	124	.000	222	0	363
292	54	123	.000	223	0	371
293	53	122	.000	224	0	370
294	52	121	.000	225	0	369
295	51	120	.000	226	0	350
296	50	119	.000	227	0	371
297	49	118	.000	228	0	379
298	48	117	.000	229	0	359
299	47	116	.000	230	0	350
300	46	115	.000	231	0	346
301	45	114	.000	232	0	360
302	44	113	.000	233	0	380
303	43	112	.000	234	0	378
304	42	111	.000	235	0	359
305	41	110	.000	236	0	407
306	40	109	.000	237	0	384
307	39	108	.000	238	0	385
308	38	107	.000	239	0	358
309	37	106	.000	240	0	382
310	36	105	.000	241	0	366
311	35	104	.000	242	0	395
312	34	103	.000	243	0	353
313	33	102	.000	244	0	353
314	32	101	.000	245	0	363
315	31	100	.000	246	0	357
316	30	99	.000	247	0	361
317	29	98	.000	248	0	356
318	28	97	.000	249	0	354
319	27	96	.000	250	0	376

320	26	95	.000	251	0	348
321	25	94	.000	252	0	368
322	24	93	.000	253	0	386
323	23	92	.000	254	0	348
324	22	91	.000	255	0	358
325	21	90	.000	256	0	383
326	20	89	.000	257	0	388
327	19	88	.000	258	0	360
328	18	87	.000	259	0	368
329	17	86	.000	260	0	383
330	16	85	.000	261	0	362
331	15	84	.000	262	0	400
332	14	83	.000	263	0	352
333	13	82	.000	264	0	347
334	12	81	.000	265	0	393
335	11	80	.000	266	0	354
336	10	79	.000	267	0	372
337	9	78	.000	268	0	389
338	8	77	.000	269	0	349
339	7	76	.000	270	0	393
340	6	75	.000	271	0	349
341	5	74	.000	272	0	347
342	4	73	.000	273	0	355
343	3	72	.000	274	0	355
344	2	71	.000	275	0	351
345	1	70	.000	276	0	351
346	46	68	12.000	300	278	364
347	5	13	24.000	341	333	352
348	23	26	45.000	323	320	362
349	6	8	66.000	340	338	367
350	47	51	90.000	299	295	365
351	1	2	114.000	345	344	374
352	5	14	142.000	347	332	356
353	33	34	172.000	313	312	361
354	11	28	202.000	335	318	367
355	3	4	235.000	343	342	374
356	5	29	273.000	352	317	366
357	31	67	312.000	315	279	370
358	22	38	351.000	324	308	372
359	42	48	393.000	304	298	377
360	19	45	435.000	327	301	394
361	30	33	477.000	316	353	392
362	16	23	520.000	330	348	382

363	32	55	565.000	314	291	375
364	46	57	613.000	346	289	377
365	47	59	661.000	350	287	386
366	5	36	710.200	356	310	387
367	6	11	762.700	349	354	373
368	18	25	816.700	328	321	373
369	52	69	873.700	294	277	395
370	31	53	930.700	357	293	392
371	50	54	999.700	296	292	376
372	10	22	1072.700	336	358	381
373	6	18	1146.200	367	368	396
374	1	3	1219.700	351	355	396
375	32	60	1302.700	363	286	379
376	27	50	1385.700	319	371	380
377	42	46	1473.300	359	364	381
378	43	65	1563.300	303	281	391
379	32	49	1655.800	375	297	402
380	27	44	1748.300	376	302	399
381	10	42	1841.200	372	377	394
382	16	37	1936.200	362	309	387
383	17	21	2035.200	329	325	390
384	40	62	2137.200	306	284	398
385	39	58	2239.200	307	288	397
386	24	47	2342.700	322	365	402
387	5	16	2455.167	366	382	404
388	20	56	2569.167	326	290	398
389	9	66	2686.167	337	280	397
390	17	61	2807.167	383	285	391
391	17	43	2931.567	390	378	401
392	30	31	3059.567	361	370	400
393	7	12	3197.567	339	334	399
394	10	19	3343.067	381	360	408
395	35	52	3490.067	311	369	403
396	1	6	3645.767	374	373	404
397	9	39	3803.267	389	385	411
398	20	40	3962.267	388	384	403
399	7	27	4126.767	393	380	406
400	15	30	4302.195	331	392	406
401	17	64	4498.795	391	282	405
402	24	32	4719.295	386	379	410
403	20	35	4951.152	398	395	408
404	1	5	5194.865	396	387	412
405	17	63	5450.150	401	283	409

406	7	15	5728.645	399	400	407
407	7	41	6079.150	406	305	409
408	10	20	6489.117	394	403	410
409	7	17	6968.545	407	405	412
410	10	24	7543.942	408	402	411
411	9	10	8262.239	397	410	413
412	1	7	9489.067	404	409	413
413	1	9	13863.652	412	411	0

Starting from the stage 413, value of coefficient is 13863.652 there is an abrupt change when we go up in the table i.e. stage 412, value is 9489.067 and moving further upwards next value in the stage 8262.239 which is also differing to a great extent. In the stage 411 and 410 there is again an abrupt change but after that there is a consistency in the difference which can be seen from the table. Hence abrupt changes can be noticed at three different stages hence the number of clusters that could be formed are three.

From the table using the Wards Linkage method the number of clusters found are three. But in some cases one or two clusters could be added or subtracted depending upon the results and the sample size. In this study according to results from table 4.11 three clusters have been formed. Other than this method graphical method is also used in the determination of the number of the number of the clusters formed. Dendogram is another technique used for the determination of the clusters but that could be a bit hazy technique that the number of clusters overlap and it is difficult to mention the exact number of clusters using Dendograms.

Technique for counting clusters:

Difference of coefficient values in stages 413 and 412 in Table 4.11 is 4374.585

Difference of coefficient values in stages 412 and 411 in Table 4.11 is 1226.828

Difference of coefficient values in stages 411 and 410 in Table 4.11 is 718.297

Difference of coefficient values in stages 410 and 409 in Table 4.11 is 575.397

Difference of coefficient values in stages 409 and 408 in Table 4.11 is 479.428

Now the difference began to be stable as compared to earlier iterations so we will stop here because the greater number of changes are not there in later iterations. In the first three iterations there were abrupt changes.

Total number of clusters formed =3.

Now the K means clustering or the Non Hierarchical clustering method will be used to find the characteristics or the behaviour of these three clusters. There are different tables formed in K means clustering namely final cluster table, table representing the number of cases inside each cluster and the table showing the distances between the clusters. These clusters formed will fulfil the first objective of this study.

Table 4.12 :Final Cluster Centers

	Cluster		
	1	2	3
Luxurious products indulge me to buy	2	3	5
I prefer buying premium products without thinking much of consequences	2	3	5
I admire people who buy expensive products instantly	2	3	4
All luxurious items in my life is a result of unplanned shopping	2	3	5
I consider myself as special and different after buying spontaneously	2	4	5
I can't resist buying a unique dress on shelf	2	4	4
Products that are special and different attracts me to buy even if not required	2	3	5
Novel things appeal me to buy instantly	3	2	5
I am inclined to buy irrespective of requirement at sales or discount	4	3	2
Low prices indulges me to buy even if not thought of	4	3	5
Whenever I find lower prices I could not stop myself from buying	5	3	2
I don't think of use while deciding to buy when price is attractive	3	3	5
I don't look for information about new and trending products and use to buy without any calculation	2	4	4
When I see a new brand on the shelf I am not afraid of giving it a try	2	4	4
Among my friends I am first to buy (try) the newly launched products	2	4	3
I continuously seek for innovative product experiences without thinking much of its utility	2	5	2

The above table is showing that three clusters are formed and the number of cases going to different clusters. The mean of these values inside the cluster will be calculated further.

Table 4.13: Number of cases in each Cluster

	1	138.000
Cluster	2	138.000
	3	138.000
Valid		414.000
Missing		.000

The above table is showing that out of three clusters formed each and every cluster formed is having equal number of respondents i.e. 138. Each cluster has 138 respondents and it means that there are 33.33% people are there in each cluster. This implies that 33.33% respondents are being grouped heterogeneously in three different clusters but inside the cluster these respondents or impulse buyers are homogeneous in behaviour or the characteristics. The marketer will choose or select the clusters based on the characteristics of the clusters made.

Table 4.14: Distances between Final Cluster Centers

Cluster	1	2	3
1		4.550	8.611
2	4.550		5.288
3	8.611	5.288	

Table 4.14 shows the distances among the three clusters. Cluster 1 and Cluster 2 are at a distance of 4.550 units. Similarly Cluster 2 and Cluster 3 are 5.288 units away from each other. Cluster 1 and Cluster 3 are at a distance of 8.611 units away from each other. From the table it could be seen that the distances between the clusters 1 and 3 are much farther. While in case of Cluster 1 and Cluster 2 these are very much close to each other as compared to cluster 3. It is indicating that Cluster1, Cluster 2 and Cluster 3 have the similar type of behaviour.

4.3.1.1 Profiling and Identification of Consumers

Now in order to attain the first objective we have reached a conclusion that there are three type of impulse buyers are there and this is the identification of impulsive buyers according to this study. Now in order to profile the impulse buyers Table 4.12 showing the final cluster centres will be used. Means of each of the group has to be calculated according to their clusters. The data has been recorded on Likert scale ranging from 1 to 6 where 1= Strongly Disagree, 2= Disagree, 3= Partially Disagree, 4= Partially Agree, 5= Agree, 6= Strongly Agree. After calculating the means of all the variables the mean of Price Sensitive is found the highest. The Mean=4 which is Partially Agree. It means that Cluster 1 is dominated by the Price sensitive people as the decision making of these impulsive buyers is mainly dependent on the price of the products. The less the price the more impulsively these shoppers will buy.

Coming to Cluster 2, after calculating all the means of the variables the mean of Innovativeness personality trait is found the highest. The Mean=4.25 which means it is going towards Partially Agree to Agree. This means this Cluster is dominated by the people who buys impulsively because of their innovativeness, their decision making criteria is their innovativeness.

Talking about the Cluster 3 the mean of two personality types are found higher which are materialism and uniqueness both. Mean of materialism=4.75 and Mean of uniqueness=4.75 and these higher value of means is expressing that shoppers are agree that they buy impulsively due to their materialistic and unique characteristics. It implies that Cluster is dominated by the Materialistic and Unique shoppers and their decision making criteria is dependent on these two personality traits.

The first objective of the study has been achieved as all the respondents have been grouped into the clusters based on their impulsiveness in decision making in the retail industry. All the impulse buyers are grouped according to their characteristics in different clusters and also identified that which trait of their personality is dominant when it comes to decision making with respect to impulsive buying in retail space. These clusters are to be named according to their respondent's dominant personality trait. It has been observed that one third of the people makes decisions to buy impulsively due to their price sensitivity characteristic. The remaining one third people makes decision to buy impulsively due to their innovativeness and the last remaining due to their materialistic as well as uniqueness traits in their personality. With this we have achieved our first objective as the researcher has profiled and identified the consumers based on their impulsiveness in decision making in retail stores.

4.4 Testing of Hypothesis 1

H₀1: There is no significant difference in impulse buying behaviour of consumers with respect to their personalities.

Table 4.15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Materialism	Between Groups	439.961	16	27.498	51.455	.000
	Within Groups	212.158	397	.534		
	Total	652.120	413			
Uniqueness	Between Groups	298.550	16	18.659	30.246	.000
	Within Groups	244.918	397	.617		
	Total	543.467	413			
PriceSensitivity	Between Groups	257.316	16	16.082	23.398	.000
	Within Groups	272.868	397	.687		
	Total	530.185	413			
Innovativeness	Between Groups	334.870	16	20.929	42.285	.000
	Within Groups	196.499	397	.495		
	Total	531.370	413			

From the ANOVA table it could be seen that significance level of the Materialism, Uniqueness, Price Sensitivity and Innovativeness Personalities are .000 which is less than 0.05. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted. It is clearly visible in ANOVA table 4.15 that there is a significant difference in the impulse buying behaviour of consumers with respect to their personalities. Hence the alternate hypothesis is stated as:

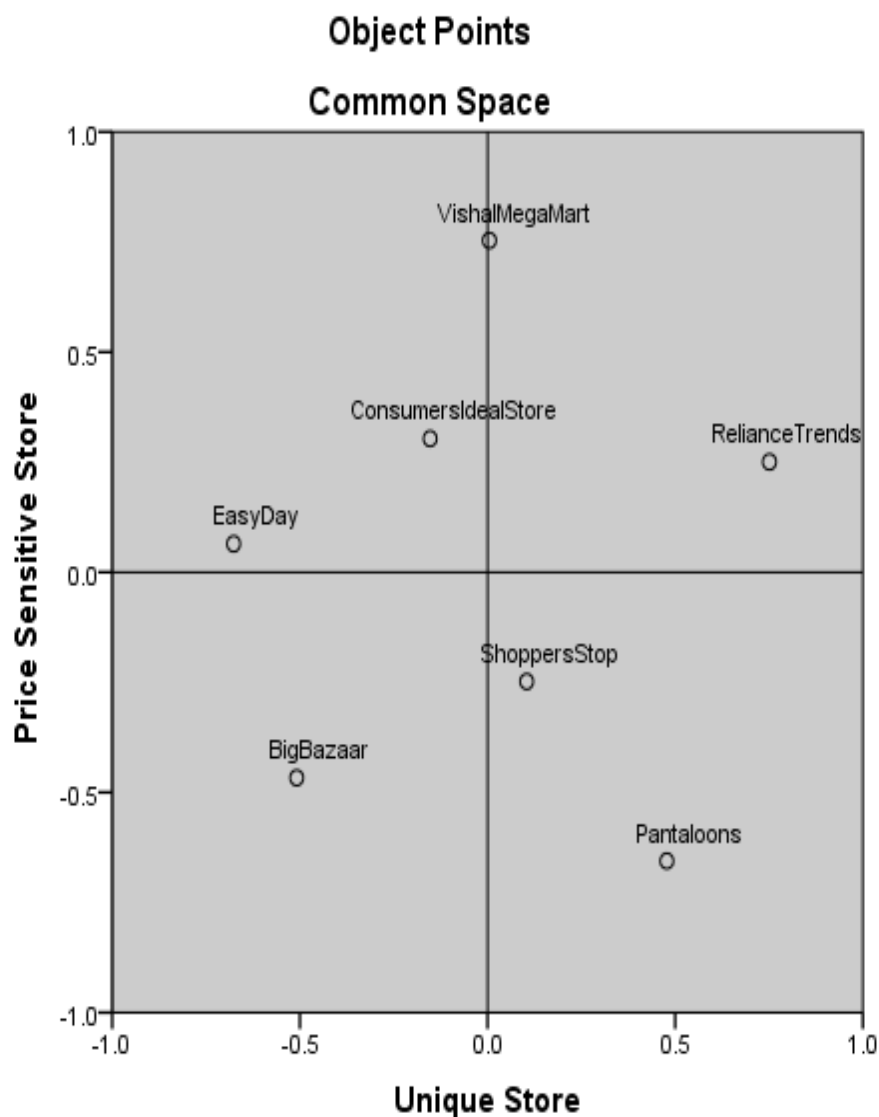
H₁1: There is a significant difference in the impulse buying behaviour of consumers with respect to their personalities.

4.5 Multi-Dimensional Scaling

4.5.1 Objective2: To design a perception map through the dimensions that consumer use to perceive in different retailers in the industry.

A perceptual map has been obtained using multi-dimensional scaling technique on the basis of the perceptions of the shoppers that they use to perceive in different retail stores. They were said to rank the different retail stores on the scale of 0 to 7. The scale was a ranking scale and on the basis of dissimilarity to similarity they responded accordingly.

Figure 4.5: Perception Map



The statistics pertaining to Perception map has been presented in the Table 4.16 and has been designed according to the dimensions that consumers use to perceive in different retailers. There are some statistical tables associated with this map to verify that the goodness of fit. The

retail stores at different points in the graph are according to the consumer perceptions based on the two dimensions which are Uniqueness in stores and Price Sensitive stores which are to be elaborated in the findings in the next chapter.

Table 4.16 Goodness of Fit

Stress and Fit Measures	
Normalized Raw Stress	.00705
Stress-I	.08398 ^a
Stress-II	.26736 ^a
S-Stress	.01742 ^b
Dispersion Accounted For (D.A.F.)	.99295
Tucker's Coefficient of Congruence	.99647

PROXSCAL minimizes Normalized Raw Stress.

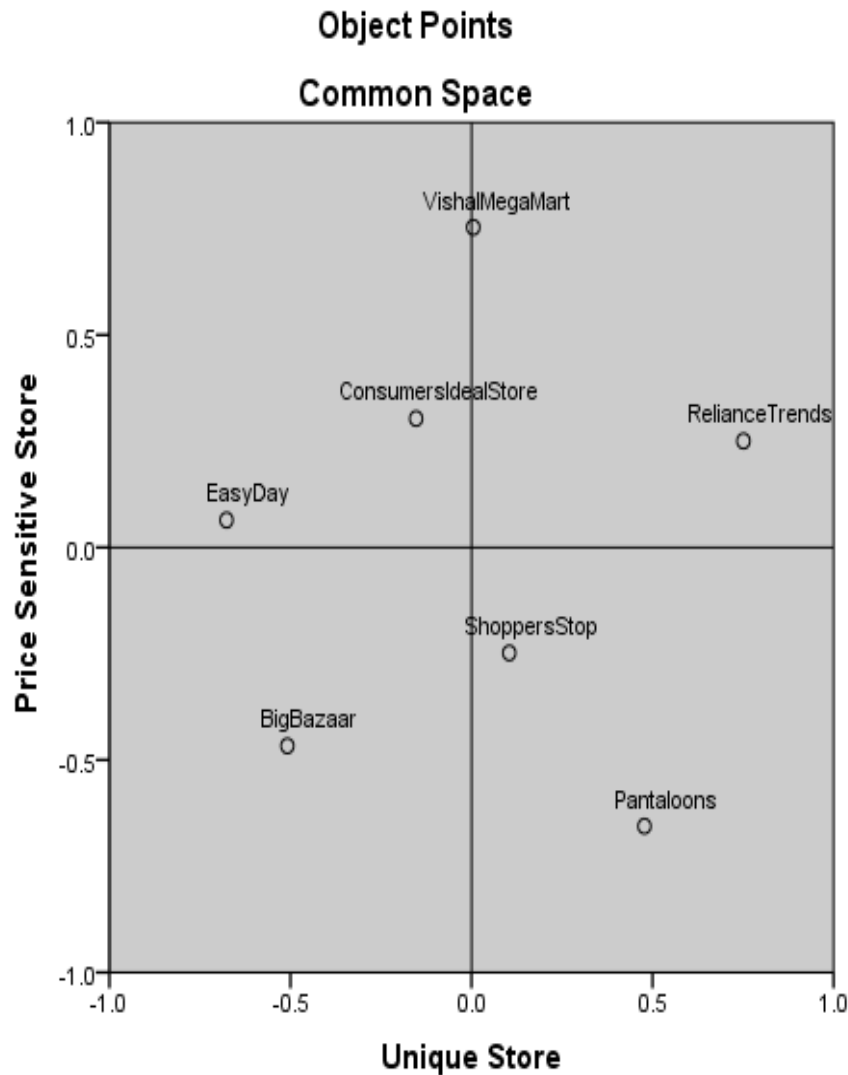
- a. Optimal scaling factor = 1.007.
- b. Optimal scaling factor = .996.

Here stress is a badness of fit, the less the stress the more good the fit of the model. Kruskal, J.B (1964) has given the criteria for the fit measures and found that 2.5% stress is an excellent goodness of fit and 0% stress is a perfect fit. In our case total stress (S-Stress) is 1%. It is lying between 0 to 2.5% hence it is an appropriate fit. DAF in the table is the measure of the variance accounted for so it should be high and as close to 1 (Brog and Groenen, 2005). In our case it is close to 1 i.e. .99295. Tucker's Coefficient is representing the goodness of fit and it is as high .99647 which is close to 1. From all the statistical values obtained in the table 4.16 it could be said that the graph obtained is a good fit and there are no discrepancies in the plotted graph where the retailers are plotted according to the perceptions of the impulsive buyers. The perception map here represents the different retailers at distinct positions and this position on the map is based also based on the positive and negative axis of the map obtained. The final coordinate table 4.17 is representing the position of the different retail brands on the map with the positive and negative signs. These signs are very important for making conclusion as it shows that at which dimension the retail store is positive or negative. The dimension at which the retail store stands negative shows that the consumers perceive that aspect of the retailer as negative or considered that aspect somewhat less as compared to the other retailer and when the retail store stands positive it is vice versa.

4.6 Multi-Dimensional Scaling

4.6.1 Objective 3: Positioning of consumer's ideal store on perception dimensions.

Figure 4.6: Positioning of the stores



From the table it could be resulted that different retail stores are placed at different positions in the plot with Dimension1 as Unique store and Dimension2 as Price Sensitive store. Consumers according to their perception has ranked these different retail stores. They lie at either sides of the graph some at positive side and some at negative side. Analysing the positioning of the retail stores in the graph will be elaborated. The positions of the retail stores is pointing towards the aspects of the dimensions that some stores are high at uniqueness perceived in the stores and some stores are high at Price sensitive dimension. Taking care of the respondent's response a dummy store has also been introduced in this study named as

consumers ideal store in which consumers want to see the features that they perceive. This store has been created according to the need of the study. A tabular output created by SPSS shows the dimensions lying on positive and negative axis and also indicating towards the consumers' ideal store.

Table 4.17: Final Coordinates

	Dimension	
	1	2
Big Bazaar	-.509	-.467
Vishal Mega Mart	.005	.753
Easy Day	-.677	.064
Shoppers Stop	.104	-.248
Reliance Trends	.751	.250
Pantaloons	.478	-.656
Consumers Ideal Store	-.153	.303

According to Table 4.17 Big Bazaar is not the choice of the consumers because it is lying on the negative axis on both the dimensions of uniqueness as well price sensitivity. The scores representing the negative sign shows that the store is lacking in any of the dimension such as Shoppers Stop, it can be observed that this store is considered as store where unique items can be found but when it comes to price sensitivity it lacks in that dimension. According to the graph consumers' choice of store is Reliance Trends which is at the extreme positive axis on both the dimensions. Reliance Trends is considered as a store where there is a collection of unique items as well as it is considered as good for pocket store it means that this store is not as expensive. Near to this perception of consumers Vishal Mega Mart is another which is up to some extent stands on the expectations of shoppers on both the dimensions and the rest of the stores will be discussed in the next chapter of findings.

4.7 Measures of Association between Different Variables

Impulse Buying which is a dependent variable in this study relies on the four variables which are Materialism, Uniqueness, Price Sensitivity and Innovativeness. Now a table has been

presented mentioning the measure of association between the independent and dependent variables with the help of Correlational Analysis.

Table 4.18: Correlations between different variables

		IBTendency	Materialism	Uniqueness	PriceSensitivity	Innovativeness
IBTendency	Pearson Correlation	1	.761**	.663**	.536**	.702**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	414	414	414	414	414
Materialism	Pearson Correlation	.761**	1	.665**	.531**	.673**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	414	414	414	414	414
Uniqueness	Pearson Correlation	.663**	.665**	1	.551**	.647**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	414	414	414	414	414
PriceSensitivity	Pearson Correlation	.536**	.531**	.551**	1	.432**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	414	414	414	414	414
Innovativeness	Pearson Correlation	.702**	.673**	.647**	.432**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	414	414	414	414	414

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

From the Table 4.18 all the measures of associations can be seen between the variables. Impulse buying tendency is significantly positively correlated with the materialism with a correlation coefficient of .761. This high coefficient suggests that they are strongly and highly correlated with each other. It is clear from the tabular value that a shopper who is high on materialism personality trait will purchase more impulsively or it can also be interpreted that person having impulse buying tendency will purchase the materialistic items because of the materialistic aspect in the personality. A strong measure of association is there between the Impulse buying tendency of a shopper and his/her materialism which supports the previous literatures.

The correlation between Impulse buying tendency and the uniqueness is significant and is high i.e. .663. There exists a high and positive relationship between the impulse buying tendency and uniqueness. This can be interpreted as both are highly related to each other that's why change in one of them will affect the other. It is implied that shopper high on uniqueness personality aspect will buy more impulsively the unique products to be considered as unique or it can be also said that the person having high impulse buying tendency will buy more unique products due to the dominance of the uniqueness personality trait. This result also supports the past literature where it was said that uniqueness is a major factor for impulse buying.

From the table it could be observed that there is a good measure of association between Price sensitivity of shoppers and the impulse buying tendency. There is a significant relationship between these two. The coefficient of correlation between the Impulse buying tendency of shoppers and the price sensitivity of shoppers is .553 which is a positive and a moderate relationship. Both are associated with each other in such a way that change in one affects the other. If a person who is price sensitive will purchase more items impulsively on getting the exclusive prices or buy the products when he /she is offered some discount or some concession. The relationship of innovativeness and impulse buying tendency from the Table 4.18 could be seen as a high degree of relationship. Both are statistically significantly correlated with each other with a high correlation coefficient of .702. The relationship between the two very strong as it is reflecting from the coefficient of correlation. It can be interpreted that that shopper who is high on innovativeness personality aspect will buy impulsively the innovative products more. All the variables used Materialism, Uniqueness, Price Sensitivity and Innovativeness are well defining the Impulse purchase tendency of the shoppers and this suggest that the all these above mentioned variables are strongly related to the impulse buying and all are statistically significant. These analytical results provide a strong support to the study when it comes to these personality aspects and the impulse buying tendency. There are correlation among independent variables too but those are not important from the point of view of this study.

4.8 Testing of Hypothesis 2

H₀2: There is no significant relationship between impulse buying tendency and the materialism, uniqueness, innovativeness and price sensitivity.

It can be clearly observed from the table 4.18 that Impulse buying tendency is significantly associated with the dependent variables materialism, uniqueness, innovativeness and price sensitivity. Therefore from the observation of Table 4.18 the null hypothesis is rejected and the alternate hypothesis is accepted which is as follows:

H₂: There is a significant relationship between the impulse buying tendency and the materialism, uniqueness, innovativeness and price sensitivity.

4.9 Impact of Materialism, Uniqueness, Price Sensitivity and Innovativeness on Impulse Buying Tendency

It has been observed that the measures of association between the discussed personality types of consumers and the impulse buying tendency of the consumers are well associated with each other. But correlation association does not express the causal relationship. Now to go through the impact of all the personality aspects on impulse buying tendency of the shopper, the researcher has used the multiple regression analysis.

Table 4.19a: Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.819 ^a	.670	.667	.71728	.670	207.669	4	409	.000	1.746

a. Predictors: (Constant), Innovativeness, PriceSensitivity, Uniqueness, Materialism

b. Dependent Variable: IBTendency

Table 4.19b: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	427.377	4	106.844	207.669	.000 ^b
Residual	210.427	409	.514		
Total	637.804	413			

a. Dependent Variable: IBTendency

b. Predictors: (Constant), Innovativeness, PriceSensitivity, Uniqueness, Materialism

Table 4.19c: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.009	.137		.068	.946		
Materialism	.414	.043	.418	9.652	.000	.430	2.327
Uniqueness	.150	.046	.138	3.245	.001	.444	2.252
PriceSensitivity	.128	.039	.117	3.308	.001	.648	1.544
Innovativeness	.308	.045	.281	6.825	.000	.476	2.101

a. Dependent Variable: IBTendency

All these tables are depicting the regression analysis outputs. Table 4.21a is presenting the model of impulse buying tendency. The ANOVA table 4.21b is indicating that the p-value =0.000 (p<0.05) is statistically significant which implies that there exists a linear relationship between the dependent variable (impulse buying tendency) and the independent variables Materialism, Uniqueness, Price Sensitivity and Innovativeness. Finally, the R square which is called as the coefficient of determination (0.670) in table 4.21a indicates that the independent variables impacts the impulse buying tendency by 67% which is very good model fit and it is also significant.

The Regression equation can be written as:

$$IBT = .009 + .414Materialism + .150Uniqueness + .128PriceSensitivity + .308Innovativeness$$

4.10 Testing of Hypothesis 3

H₀₃: Impulse buying tendency is not significantly estimated by the independent variables materialism, uniqueness, innovativeness and price sensitivity.

Table 4.19a which is obtained after applying the regression tool to verify that Impulse buying tendency is estimated by the independent variables and is representing that these independent variables materialism, uniqueness, innovativeness and price sensitivity impulse buying tendency is estimated by the independent variables and the model obtained is a good fit. Therefore the null hypothesis H_03 is rejected and the alternate hypothesis is accepted which is as follows.

H₃: Impulse buying tendency is significantly estimated by the independent variables materialism, uniqueness, innovativeness and price sensitivity and the model is a good fit.

CHAPTER V

FINDINGS, CONCLUSIONS & SUGGESTIONS

There are some major findings in this study that needs to be noticed by the policy makers as these findings and suggestions will definitely be going to enhance the business of the organized retail sector. The findings will be discussed objective wise and also the demographic findings will be discussed. After conducting this vast study the findings of the study which is the gist of the study needs to be reported properly so that it will help the other researchers too as well as helps the sector which has been studied and last but not the least helps the society.

5.1 FINDINGS AND CONCLUSIONS

Objective 1: Profiling and identification of consumers in retail industry based on impulsiveness in decision making.

This above mentioned first objective of the study has been fulfilled and based on this it has been found that impulsive shoppers or impulsive buyers are differentiated on the basis of their psychographic characteristics in the retail industry. They have been segmented in three different segments. It has been found that the impulse buyers are equally divided based on their psychographic personality types. After analysing the results of cluster analysis three clusters have been formed. These clusters are heterogeneous from one another. The impulsive buyers in the first cluster are different from the impulsive buyers of the second cluster and third cluster. The shoppers inside each respective cluster are homogeneous to each other in characteristics or the behaviour. These three clusters represents that the market has been bifurcated into three parts. Out of the total 414 respondents they have assigned the three clusters containing of 138 shoppers into each clusters. This shows that impulse buyers have been equally distributed into the market.

The very first cluster represents the impulsive buyers who are dominantly the price sensitive impulsive buyers. These type of impulsive buyers who are price sensitive are approximately 33.33% in the market and this number is not a small number when it comes to the impulse buying tendency of this segment people. In the demographic findings it has been found that the low income level group of impulsive shoppers are totally 44% in the market. These price sensitive impulsive buyers are said to be those buyers who lies in low income level group means their annual family income is 0-2 Lakhs and 2-4 Lakhs. As these are less resourceful monetarily that is why these impulsive shoppers like to buy impulsively when the prices of the products are not very high prices or the premium prices. These segmented buyers of cluster

one would likely to buy impulsively on the occasion of sales or the discounts or when they have been provided with some very attractive offers. The price sensitive buyers also include the middle income level group of people in the study which is 4-6 Lakhs. The middle income level group of impulsive buyers are also not keen in buying the high range products instead they use to buy the mid-range products. As the first cluster is consisting of the price sensitive buyers only it means the price sensitivity of the shoppers is dominating the cluster. To help the retailers identifying such people this cluster is named as **“ECONOMICAL IMPULSE BUYERS”**. The characteristic of the shoppers in this cluster is to buy impulsively but when the product is available at some pocket friendly price.

The second cluster formed in the study is dominated by the impulsive buyers who are innovative by personality. These innovative buyers are predisposed towards searching and buying new and innovative products or brands rather than buying according to the usual consumption patterns (Venkatraman and Price, 1991; Venkatraman, 1990). The shoppers in this cluster are those impulsive buyers who always look for some new product experiences or new brands. These impulsive buyers are different from the price sensitive impulsive buyers because they were looking for the pocket friendly prices irrespective of the type of brands or products before buying impulsively but in this case price is not the case to look for. These impulsive buyers should belong to the higher income level group of people according to this study which is 6-8 Lakhs, 8-10 Lakhs and above. Usually the price of something new and innovative products is high when they are introduced to market. This trend could be generally seen in the youngsters in majority. The age group of 16-25 in this study is susceptible to innovative products or brands. If we talk about the innovative products these are generally the electronic gadgets such as a cell phone, laptop and the latest one is the portable mini air conditioner launched in the market. But innovative products are not limited to only electronic items there could be any category. These impulsive buyers are not in small numbers. They consist of one third of the whole bunch of impulsive buyers. This study has 138 innovative impulse buyers out of 414. The innovative products or the brands are usually highly priced that is why the sale of such products or the brands provides more profit to the retailers and if these innovative items are bought on impulse then huge profits could be made by the retailers. This behaviour of the buyers in this cluster make them innovative impulsive buyers because this cluster is consisting of such buyers. To help the retailers focus on such segment this cluster could be named as **“INGENIOUS IMPULSE BUYERS”**. Cluster is named according to the

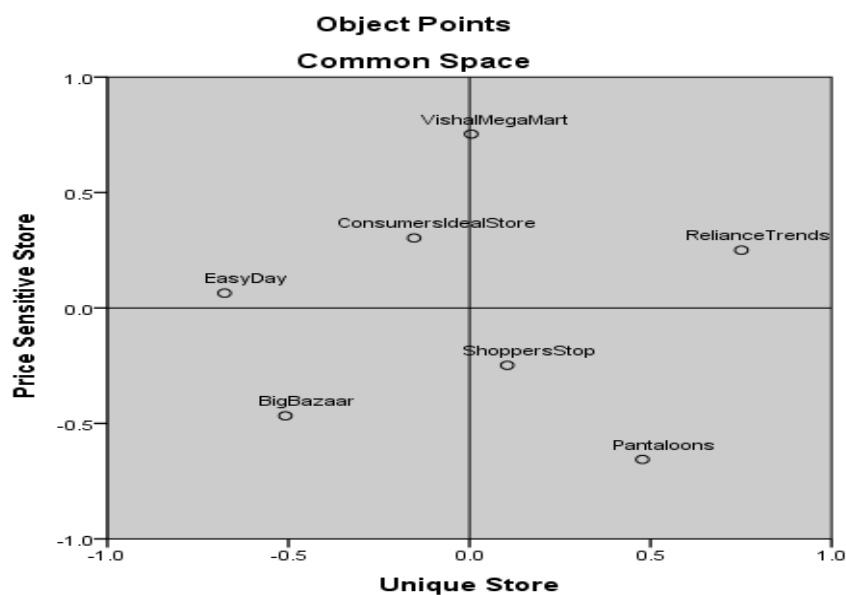
behaviour shown by the people inside the cluster. This set of innovative impulsive buyers are segmented as the ingenious impulse buyers and they will be identified by this name.

Last and the third cluster formed is the interesting one. This cluster has a bunch of impulsive buyers who are dominant in two psychographic personality traits. This makes the last cluster something different from other two clusters which are ingenious impulse buyers and economical impulse buyers. These impulsive buyers are high on two aspects named as Materialism and Uniqueness. The characteristics or the behaviour shown by the impulsive buyers in this cluster is a combination of the two psychographic personality traits. This cluster is representing a set of impulsive buyers who like to buy things which are unique according to them it could be a unique dress on the shelf or it could be a premium watch and no surprises if it is a unique car. These people likes to buy impulsively the unique brands or the products and it gives them the satisfaction to be unique among the others. The second aspect is the materialism. The impulsive buyers in this cluster are also possessing the materialistic behaviour. These impulse buyers are indulged in materialistic impulsive buying that means they use to buy the products that are considered luxurious. Luxurious items provides comfort as well as a sense of proud in the society. These people are considered as materialistic in the society. These materialistic items could be like any premium or supreme phone, any premium car, having a villa, could be a telescope worth millions of rupees etc. These materialists in all cases are high income people because buying luxurious items costs very high that's why these impulsive buyers belong to a category of high income level group. It could be also found that they belong to higher education at least post graduates or doctorates or some entrepreneurs. But this cluster has a combination of these two types i.e. materialism and uniqueness. Such type of impulse buyers are also one third of the total impulsive buyers in this study. They are 33.33% in numbers and it is not a small number for the retailers. This cluster can be considered as special as compared to other two clusters because there is dominance of two types of personalities which makes this cluster special. To easily segment such type of impulse buyers and to help the retailers it is important to name such type of materialistic and unique buyers. Naming this cluster is not as easy as other clusters because it has characteristics of two types. This cluster will be named as **“EXCLUSIVE IMPULSE BUYERS”**. The naming is done on the basis of both the traits as luxurious items or brands are considered as exclusive and bought by a special category of people and the unique products or the brands are also considered as exclusive items and the people who buys them are also considered as exclusive buyers who buys some special and exclusive items. Table 4.20 also shows that there is positive and strong

correlation between materialism and the uniqueness which is also significant (p value=0.000) and the coefficient of correlation between these two are .665 which denotes a strong association between these two.

Objective 2: To design a perception map through the dimensions that consumer use to perceive in different retailers in the industry.

The objective has been achieved by getting a perception map through the dimensions that consumer use to perceive in different retailers as it is shown in Table 4.20. In this perceptual map there have been assigned two dimensions namely Price Sensitive Stores and Unique Stores. On these two dimensions the whole perception map has been plotted. Consumers rated their different stores taken in the study which are Vishal Mega Mart, Easy Day, Reliance Trends, Shoppers Stop, Big Bazaar, Pantaloons and Consumers Ideal Store. Consumers Ideal Store is an imaginary store which does not exist in real but it has been included in the study to understand about a store which consumers want to visit and which will be having the features according to the different consumer perceptions so that there could be an ideal store of consumers choice along with the other stores discussed above. In the perception map all the stores discussed above are placed according to the consumers ratings some are placed on the positive axis and some on the negative axis according to the consumers' ratings. These stores have been placed on the plot on the basis of dissimilarity. In this map it has been found that the different stores are placed on the basis of consumer perceptions some are positive on both the dimensions of price sensitive store and the unique store and some are positive on one dimension and negative on other dimension.



Objective 3: Positioning of consumer's ideal store on consumer perception dimensions.

From the plot it has been found that the consumers preferred store is Reliance Trends. Reliance Trends is considered as unique store by the impulsive buyers and also it is considered as the Price Sensitive Store. It is on the positive axis on both the dimensions. The top rated store according to the perceptions of consumer is Reliance Trends.

Vishal Mega Mart is also the second preferred store according to consumer perceptions. This store is slightly on the boundary of axis and stand on positive side of axis marginally in case of unique store. It is considered as unique but not up to that extent and it is considered as a price sensitive store as it is a known fact that this store offers multiple discounts and offers sales discounts.

Consumer's Ideal store has been positioned at third place in the plot as it is considered as the price sensitive store by the shoppers because it has been standing on the negative side of the unique store but on price sensitive stores it is standing tall on the positive axis.

Easy day is a store which is a price sensitive store according to consumer perceptions but it is not a unique store as it is positioned at negative side of the unique store.

Big Bazaar in this study has been neglected by the consumers as it is lacking in both the price sensitivity and the uniqueness factor. It is the store which is on the negative sides of both the dimensions this means not at all the choice of the consumers.

Shoppers Stop and Pantaloons both are the unique stores according to consumer perceptions as there are special and unique products could be seen and also they are costly stores because they offer some unique and special brands or products that is why they are on the negative side on the plot for the price sensitive store dimension.

Now all the positioning has been found and the three most preferred stores are the Reliance Trends, Vishal Mega Mart and the Consumers' Ideal Store. Respondents suggested some features for the Consumer's Ideal store that it should have at least 10 billing counters to avoid long waiting queues, should have a separate section for electronics only with a facility of live demo. Females demanded a separate kid's space in the ideal store so that the kids could be engaged there and the mothers can shop easily for long hours. Consumers also suggested that it should have an isolated space for food court for the shoppers who purchase for a certain amount within the store with weekly menu with not so high price so that after shopping they could have some food.

5.2 SUGGESTIONS TO RETAILERS

1) The marketers should adapt the strategy to attract the different segments of impulsive buyers according to their behavioural characteristics.

2) Economical impulsive buyers should be focused by the retailers so as to increase the profits because a large number of impulsive buyers are economical impulse buyers. These buyers should be offered attractive prizes even in case of high end products that are generally costly items. By doing this they will feel a sense of pride by acquiring the special products at a pocket friendly price and as a result they will buy more and more of such products impulsively and as a result the profit of the retailers will get increased.

There should be a customer loyalty programme offered by the retailers to the economical impulsive buyers; this programme should ensure that the permanent customers of the store should be provided with more privileges like whenever a new product has been launched by some brand or company these customers should be offered such products at a reasonable cost so that they can experience that brand and can do publicity of the store so that more and more economical impulsive buyers could get to join such store and this will be a profit for the retailers.

At special occasions like the festive season the premium stores like Shoppers Stop should also reduce the prices on the top brands to lure the economical impulse buyers in order to earn more profits.

3) Retailers should pay attention on the ingenious impulse buyers as these buyers are the ones who always look to buy the new, trendy and upcoming brands or products. Retailers should create a separate section for such type of products only and also they should advertise such products with the launch date at that dedicated space where innovative products would be available. Knowledgeable sales employee should be placed at such spot who should be able to handle the customer's query about that product which they thought to buy impulsively just by having a look at such products. Demo facility should also be provided to the customers so that they indulge into buying the products by experiencing them. Retailers should keep an eye on such type of impulse buyers so as to lure them by providing special offers on buying such products. These buyers will be beneficial for the retailers in generating more profit.

4) Retail managers should make such policies for the exclusive impulse buyers so that they get indulged into buying impulsively. This depends upon the placing of such luxurious and the

unique items in such a space where such items will be caught on the first glimpse of the shopper. Such type of impulsive buyers will not think once they found the product or brand luxurious or unique. If it is a unique female dress they should place it on such a place where the customers can't feel the dress by touching but they can only observe and just by seeing the uniqueness of the dress they go for buying that. If it is a luxurious item; consider it an elegant wrist watch embedded with precious stones then only a single shopper or a family should be allowed to visit that which is placed separately inside an area surrounded by some fancy ropes and rest of the shoppers should form a queue and wait for their turn. This type of strategy will generate more curiosity and enable the buyers to shop impulsively. During this waiting time retail managers should also make some arrangement for the customers where they can observe the unique items in the shelves in the nearby aisles. This will lure exclusive impulse buyers to buy more luxurious and unique products by exposing them to various products of this group.

5) Consumer's Ideal Store is purely based on the perception of the shoppers. It should be made in such a way where billing counters are more in numbers to avoid the waiting queues. Secondly the managers or the retail policy makers should plan it in such a way that there is a special kids zone so that parents can drop their young ones and can shop freely. It should have an attached food court within the store for the shoppers who purchased items of certain amount so that they can sit and have food there. Each and every first time customer should be sent a basic like and dislike set of questions in their mobile phones so that their answers could get recorded by the retailers in order to know their dominating personality type and then retailers will strategize accordingly. Ideal store should be a combination of a bit premium store but it should have the prices in range for a middle class consumer where he/she can fulfil all the needs by buying impulsively.

6) It is found that these four factors of materialism, uniqueness, innovativeness and price sensitivity impacts the impulsive buying of a shopper by 67%. So keep an eye on this number they should focus on making more and more strategies to lure the consumers having such traits by identifying them.

7) For identifying such type of consumers with such traits retailers should create a database of the consumers coming to their stores. The retailers should provide a free membership cards for the consumers by filling out a form having statements related to their personality likes and dislikes. All this information should be collected in a database of the store. Whenever that consumer enters the store by swapping that membership card at the same moment the employee

(database admin) of the store gets to know that such customer has entered. The employees will then attend such type of the customers meticulously and assist them with the products that he/she likes to purchase impulsively.

8) For the above mentioned strategy retailers need to work more on the technology aspect and should use such software that will enable them to know about such customers. Retailers should adopt recent technologies for profiling the consumers such as Data Science methods. This could increase the cost of the retailers but they will also earn more profits due to enhanced impulsive buying of buyers.

9) The stores chosen for this study should apply all such strategies for a more profits. Especially the stores which are not much liked by the customers as the top three stores Reliance Trends, Vishal Mega Mart and Consumer's Ideal Store should concentrate more adopting the strategies discussed above so as to gain more profits.

5.3 DIRECTIONS FOR FUTURE RESEARCH

This study however has explored the new aspects of the consumer personalities which have been discussed in context of impulse buying. Still there is a need to justify the various aspects of the consumer behaviour by creating more measurement methods. An aspect of dogmatism that has not been covered in this study. Dogmatic impulse buyers would be complex to study. The mediation effect of all these variables used in this study should also be studied with respect to impulse buying. Geographic location in this study is the central and north India so the study should be conducted in other parts of the country. This should also be studied that what factor converts the impulsive buyers into compulsive buyers having all these personality types used in the study.

5.4 LIMITATIONS OF THE STUDY

1. Data collection using mall intercept survey may have some error due to the biasness of the respondents depending upon the time constraint, mood of the respondent and some unavoidable circumstances.
2. Best efforts were taken in designing of the questionnaire but errors due to misunderstanding of the statements and data entry cannot be ruled out.
3. This study has been conducted in mostly the central part of India, other parts may be included for better results.

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ANNEXURE-1

Questionnaire

This survey is part of Ph.D. Program in management at BBAU Lucknow. The information given by you will be used only for academic purpose. We shall be thankful to you if spare some time to answer the following questions.

Part A (Demographic Factors)

1:- Gender (M/F)

2:-Birth Place (Urban/Rural)

3. Age: _____ Years

4:-Education (HS/INT/GRD/PG/PhD)

5:-Annual Family Income (0-2L, 2-4L, 4-6L, 6-8L, 8-10L)

Part B (Psycho Graphic Factors)

		Strongly Disagree	Disagree	Partially Disagree	Partially Agree	Agree	Strongly Agree
A	I often buy without thinking	1	2	3	4	5	6
	I buy what I like without thinking about consequences	1	2	3	4	5	6
	If I see something that excites me, I buy it	1	2	3	4	5	6
	I sometimes buy things because I like buying things, rather than because I need them	1	2	3	4	5	6
B	Luxurious products indulge me to buy	1	2	3	4	5	6
	I prefer buying premium products without thinking much of consequences	1	2	3	4	5	6
	I admire people who buy expensive products instantly	1	2	3	4	5	6
	All luxurious items in my life is a result of unplanned shopping	1	2	3	4	5	6

C	I consider myself as special and different after buying spontaneously	1	2	3	4	5	6
	I can't resist buying a unique dress on shelf	1	2	3	4	5	6
	Products that are special and different attracts me to buy even if not required	1	2	3	4	5	6
	Novel things appeal me to buy instantly	1	2	3	4	5	6
D	I would be willing to buy the products without much thinking on visiting a known store	1	2	3	4	5	6
	Visiting my favourite store compels me to buy in deliberately	1	2	3	4	5	6
	I suggest others to buy from my preferred store for purchasing carefree	1	2	3	4	5	6
	If given a chance I would shop carelessly from the store of my preference	1	2	3	4	5	6
E	I am inclined to buy irrespective of requirement at sales or discount	1	2	3	4	5	6
	Low prices indulges me to buy even if not thought of	1	2	3	4	5	6
	Whenever I find lower prices I could not stop myself from buying	1	2	3	4	5	6
	I don't think of use while deciding to buy when price is attractive	1	2	3	4	5	6
F	I don't look for information about new and trending products and used to buy without any calculation	1	2	3	4	5	6
	When I see a new brand on the shelf I am not afraid of giving it a try	1	2	3	4	5	6

- | | |
|---|---------|
| Dissimilar | Similar |
| 8) Vishal Mega Mart.....Shoppers Stop | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 9) Vishal Mega Mart.....Reliance Trends | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 10) Vishal Mega Mart.....Pantaloons | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 11) Vishal Mega Mart.....Ideal Store | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 12) Easy Day.....Shoppers Stop | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 13) Easy Day.....Reliance Trends | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 14) Easy Day.....Pantaloons | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 15) Easy Day.....Ideal Store | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 16) Shoppers Stop.....Reliance Trends | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 17) Shoppers Stop.....Pantaloons | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 18) Shoppers Stop.....Ideal Store | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |
| 19) Reliance Trends.....Pantaloons | |
| 0.....1.....2.....3.....4.....5.....6.....7 | |
| Dissimilar | Similar |

