

CONSUMER IMPULSE BUYING BEHAVIOR IN INDIAN HYPERMARKETS

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ABSTRACT

The impulse buying behavior refers to making an immediate or on-the spot purchases which are without any pre-shopping objective. It is an unintended, non-reflective reaction which occurs after being exposed to some stimuli inside the store. Impulse buying behavior has been classified into four categories namely pure, reminder, suggestive and planned impulse buying. As organized retail is on the rise in India, there is a need to understand the impulse buying behavior of consumers in hypermarkets. The research has been reported in two sections. Section I aims to explore shopper's motivations for impulse buying in hypermarkets, to identify product categories mostly purchased on impulse, to determine the post-purchase feelings of impulse buyers and to explore the different types of impulse buying behaviors and their relative frequency of occurrence with respect to the demographics of the respondents. For conducting the research, three hypermarkets were selected from Delhi-NCR. 130 respondents participated in the survey. Content Analysis technique was used for data analysis of the open-ended questionnaires. Based on the findings of section I, data was collected from respondents in a survey in section II to develop a SEM based model of Impulse Buying Behavior in Hypermarkets. The model was tested using AMOS. The results of analysis in section II support the content analysis technique-based findings of section I. The unique contribution of the research in the existing literature is identification of a new category of impulse purchase namely 'Referential impulse buying'. It takes place when shopper's reference group such as friends, family or other shoppers inside the store acts as stimuli for making the impulse purchases. Many new insights have been discussed which show the influence of demographics like age, gender and occupation on the impulsive buying behavior.

Keywords: Classification of Impulse Buying Behavior, Content Analysis, Hypermarkets, Impulse Buying Behavior, Referential Impulse Buying

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INTRODUCTION

The impulse buying behavior has been defined as an unintended, non-reflective reaction, which occurs after being exposed to stimuli inside the store (Rook, 1987) and as an unplanned behavior which involves quick decision-making and tendency for immediate acquisition of the product (Rook & Gardner, 1993). Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product or to satisfy a specific need (Beatty & Ferrell, 1998).

The identification of impulse buying in retail stores in the marketing literature began almost seven decades ago (Clover, 1950). Consumer is roused to impulse buying after they come into the store (Baum, 1951). Four distinct types of impulse purchases namely - pure, reminder, suggestion, and planned impulse buying was established earlier (Stern, 1962). Impulse buying was said to be depicted as an extraordinary, exciting, hedonically complex and compelled buyer action (Rook, 1987). Over the years, impulse buying has been made easier by several tools like credit cards, telemarketing, and home shopping networks (Rook, 1987). A lot of factors affecting the impulse buying has been identified over the years related to the shopping environment, shopper's personal traits, the product and various demographic and socio-cultural aspects. Two emotional shifts which affect the buying habits were identified- an increase in stress levels as consumers are out of their normal routine and an increase in levels of anticipation and excitement (Thomas, 1997). Situational variables like availability of time and money and individual difference variables influence a set of endogenous variables namely positive and negative affect (Beatty & Ferrell, 1998) and so on.

The retail industry in India is showing a promising future. It is one of the fastest growing in the world. In 2017, it was valued at US\$1,824 billion and it is projected to grow up by 60% to US\$1.1 trillion by the year 2020. It contributes 10% to Indian GDP and 8% to employment. Indian retail sector comprises of three components namely traditional retail, organized retail and ecommerce. As per projections for year 2021, their contribution to total retail sector will be 75%, 18% and 7% respectively. The organized retail market is growing at a CAGR of 20-25%. Indian modern retail is expected to double in size in next three years.

There are several drivers to boost the growth of retail sector in India. There is a high growth in demand due to good economic growth, increasing disposable incomes, changing demographic profiles, customer tastes and preferences. India is projected to become the world's third-largest consumer economy by reaching US\$ 400 billion in consumption by 2025. The investments in retail sector doubled in 2018 and reached US\$180 million. There are multiple formats within the retail environment of India. Departmental stores or general merchandisers carry a more selective product line. Examples are Pantaloon, Westside, Shoppers Stop, Reliance Retail etc. Hypermarkets are large retailers that offer all kind of groceries and general goods. They are a combination of supermarket and department store with examples like Big Bazaar stores, Aditya Birla Retail More Hypermarket, Hyper CITY, Trent, Spencer's and Reliance. Supermarkets/ convenience stores are grocery stores offering wide range of food and household products and self service. Products are usually reasonably priced and are of medium to high quality. Some examples are Aditya Birla Retail More Supermarket, Spencer's Daily, Reliance Fresh, REI 6Ten and Big Bazaar. Speciality stores offer unique or differentiated product categories like Titan Industries with World of Titan, Tanishq and Titan Eye+ shops, Vijay Sales, Croma, E-Zone, Landmark and Crossword. Cash and carry stores allow buying goods in bulk by the membership card holders only like Metro and Reliance Market. All these formats have their own unique attributes and importance to shoppers based on their situation, distance proximity, type and quantity of

products required, mood, time availability and purpose of shopping- whether hedonic or utilitarian. The focus of this research is on study of consumer's impulse purchase behavior in hypermarkets.

LITERATURE REVIEW

Categorization of ideas and concepts is imperative for their complete understanding. The ideas can be recognized and differentiated into various groups by identifying their similar and dissimilar aspects. Stern (1962) provided the first classification of the impulse buying behavior as planned, unplanned, or impulse. Planned purchases involve rational decision making and information-searching while being time-consuming. Unplanned purchasing is done without any advance planning. Impulse buying is also unplanned and must involve experiencing a sudden, strong, and irresistible urge to buy. It was established that all impulse purchases are unplanned, but unplanned purchases are not always impulsively decided (Iyer, 1989). The initial classification of impulse buying (Stern, 1962) was modified in context of fashion products (Han et al., 1991) and developed as four types of impulse buying namely Planned impulse buying, Reminder impulse buying, Suggestion or Fashion-Oriented impulse buying and Pure impulse buying. Planned impulse buying is partially planned as which product categories to buy has been pre-decided but specific product brand or categories are not pre-decided by the shopper. The choices are determined instantly based on the different stimuli inside the store. Reminder impulse buying occurs when the buyer remembers that a product is needed after seeing it inside the store. Pure impulse buying is a novelty or escape purchase where a shopper breaks the trend of usual shopping. Suggestion impulse purchase refers to the purchase of a new product based on self-suggestion and when the shopper does not have any prior experience with the product. Suggestion impulse is mostly prevalent with fashion-oriented products (Han et.al, 1991) In this case, shopper does not have any previous experience with the new and fashionable product and purchase is motivated by self-suggestion.

During the literature review it was found that these classifications have not been verified in further studies. The research paper builds on this gap identified and aims to identify the various types of impulse buying prevalent in the current context.

Determinants of Impulse Buying

External Stimuli are the external or environmental factors that influence the impulse buying behavior of shoppers. Impulse purchasing may increase after consumer's exposure to a stimulus while in the store (Applebaum, 1951). These marketing cues or stimuli are placed and controlled by the marketer to tempt the consumers (Youn and Faber, 2000). Environmental stimulus drives consumer's sensation and perception leading to impulses for shopping (Rook and Hoch, 1985). The in-store stimuli such as Point of Purchase posters can increase impulse buying behavior (Abratt and Goodey, 1990). Store Characteristics include the store size, its ambience, lighting, colours, sounds, odours etc. Visual Merchandising called as Store design or product layout in different retail formats also influence the consumer. Buying impulses are encouraged when a consumer encounters a

relevant visual stimulus in the retail environment, or even some promotional stimuli in it (Piron, 1991). Product appearance is an important external influence on the customer (Verplanken and Herabadi, 2001). Stimuli in the retail store environment affect consumer emotions (Donovan and Rossiter, 1982). Store Employees are also a crucial part of the retail store. Perceived employee friendliness positively influence impulse buying behavior (Mattila and Wirtz, 2008). Moreover, Reference Group in the store can also influence impulse buying. Presence of peers increases the urge to purchase (Luo, 2005). Praise from others, such as salesperson, friends during the shopping increases the chances of impulse purchase (Yu and Bastin, 2010).

Internal Stimuli refers to the characteristics of a person or shopper that indulge them in impulse buying. Consumer's characteristics and demographics influence their impulse purchases (Kollat and Willett, 1967). Impulsive Buying Tendency is a personality trait and refers to consumer's tendency to buy spontaneously, non-reflectively, and kinetically (Rook and Fisher, 1995). Variety Seeking individuals are more prone to impulse purchases (Sharma et al., 2010). The role of hedonism is also studied in the literature. Impulse buyers show emotions of amusement, enthusiasm, joy and delight (Weinberg and Gottwald, 1982). Consumer impulsion can be linked to materialism and recreational aspects of shopping (Rook, 1987).

Hypermarket contains a large variety of products of different Product Types. Impulse buying varies across the range of product categories (Yu and Bastin, 2010). Different aspects of the product encountered in the store (Stern, 1962) and functional benefits can trigger the impulse buying phenomenon (Schiffman et al., 2010). Impulse buying of new products is driven by product knowledge, consumer excitement and esteem (Harmancioglu et al., 2009). Fashion - oriented products are a very popular impulsively purchased product category, consumers act on impulse for buying the new fashion products (Han et al., 1991).

Situational Effect is the consumer's response and the way they think and react in a different situation. Situational factors influencing impulse buying include actual or perceived time available for shopping and spending power or money availability at that moment (Beatty and Ferrell, 1998). Shopper's available time and impulse buying tendency will positively influence in-store browsing which in turn, has a positive impact on their positive feelings and impulse buying urge (Beatty and Ferrell, 1998).

Consequential Effect can be considered as a group of variables related to the post-purchase feelings of impulse buyers. In the heat of the moment they purchase a lot of products but later they have regret or negative feelings. When the Perceived Product Quality is low, consumers feel low value for money. The over-choices of products creates confusion and it generally conflicts with the enjoyment part of the impulse purchases, shoppers tend to go over-budget and indulge in unnecessary purchases. All these factors collectively influence the impulse buying behavior of shoppers. There is a lack of studies to ascertain this behavior with respect to a hypermarket in India. Mostly the previous researches are done outside India like US and Europe. There is a need to identify the factors relevant to the Indian context. The study will enable the market researchers to understand

the thoughts and behaviors of Indian customers and develop context specific strategies to serve them better.

SECTION

CONTENT ANALYSIS

Content Analysis is a research tool which can be used for the objective, systematic and quantitative description of the visible content of communication (Berelson, 1952). It is a research technique for making replicable and valid inferences from data to their context (Krippendorff, 1980). It can also be described as a research method that uses a set of procedures to make valid inferences from the text. It is regarded as a flexible method for analyzing the text data (Cavanagh, 1997) and its aim is to build a model that can be used to describe a phenomenon in a conceptual form.

The advantage of using a content analysis technique is to obtain direct information from respondents without imposing them with preconceived categories. Knowledge generated from content analysis is based on the respondents' unique perspectives and is grounded in the actual data.

Content analysis can be used with both qualitative and quantitative data and in an inductive or deductive way. This technique was primarily used as a quantitative research method, with text data coded into the explicit categories and then described by using statistics. This approach can be referred to as quantitative analysis of qualitative data (Morgan, 1993). Qualitative content analysis can be considered as an approach of empirical, methodological controlled analysis of texts within their context of communication by following content analytic rules and using step by step models, without rash quantification (Mayring, 2000).

There are two approaches to qualitative content analysis: Inductive Category Development and Deductive Category Application (Mayring, 2000). The inductive approach begins with formulation of criterion of definition and research question from a theoretical background. Coding categories are derived directly and inductively from the raw data. Data is used to generate ideas.

The deductive approach begins with a pre-existing idea and uses the data to confirm or reject the idea. Then, during data analysis, the researchers derive themes from the data. The aim is to confirm or extend a theoretical framework or theory conceptually. It can also be used to test an already established theory in a different situation or to compare various categories at different time periods.

The earliest exploratory study of Consumer's impulse buying incidents was carried out to identify the impulse buying's behavioral components (Rook, 1987). An inductive content analysis technique was employed which uses data to generate ideas. Eight distinctive behavioral features emerged from the descriptions of the respondents namely 'spontaneous urges to buy', 'power and compulsion: Intensity and Force', 'Excitement and Stimulation', 'Synchronicity', 'Product Animation: Fantastic Forces', 'Hedonic Elements: Feeling Good and

Bad', 'Conflict: Good versus Bad; Control versus Indulgence' and 'Disregard for Consequences'.

A content analysis of consumer images at retail stores (Zimmer & Golden, 1988) has explored the retail store images from the consumer's perspective to find that the image descriptions are consumer's affective or emotional evaluations.

The Content analysis technique has not yet been extensively used in the study of impulse buying behavior in consumer behavior studies. The research uses the Deductive approach for content analysis of the respondents' descriptions of their impulse buying experiences. The focus is on consumer's unprompted descriptions of impulse buying without directing the respondent towards any pre-conceived notions.

The Deductive Approach has been used in this Research Paper to analyze the open-ended questionnaires because the concept of impulse buying has been established previously. The analysis and results would contribute further to the description and understanding of the phenomenon.

RESEARCH OBJECTIVES

1. To find out the buyer's motivations for impulse buying in hypermarkets
2. To identify the main product categories on purchased impulse
3. To identify the various types of Impulse Buying and their relative frequency of occurrence
4. To determine the post purchase feelings of the impulse buyers

RESEARCH METHODOLOGY

The research is both exploratory and descriptive. It is based on obtaining detailed opinions of the consumers about their recent experiences of impulse buying, the product categories bought on impulse and their feelings about the impulse buying by recalling and describing their recent impulse buying situation.

Primary data was collected through use of a self-constructed open-ended questionnaire. The open-ended questionnaire is an effective means for gaining insights into the consumer's understanding of the impulse buying concept without confining or moderating their thoughts.

The first part of the questionnaire established the demographic details of the consumers such as age, gender and occupation. In the second part, the term impulse buying was explained to the respondents as "It occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately" (Rook, 1987). Consumers were asked to recall and provide details of the situation (where, when, who, how, what and why etc.) that led to indulging in impulse buying and any thoughts, opinions, or feelings about impulse buying in about 250-300 words.

SAMPLING

The usable data was collected from shoppers of hypermarkets by using mall intercept method. Three shopping malls (Select City walk, Saket; The Great India Palace, Noida; TDI Mall, Rajouri Garden) were selected from Delhi-NCR by using Convenience Sampling. 150 questionnaires were filled by respondents, 50 from each shopping mall out of which only a total of 130 questionnaires were usable and completed in all respects. The shoppers were intercepted and requested to participate in the survey by self-completion of the questionnaire on the spot.

QUESTIONNAIRE

First part of the questionnaire obtained the demographic details of the respondents. It included their age, gender and occupation. The second part of questionnaire had the following openended questions:

Please give a detailed description of your experiences or instances of impulse buying.

1. Describe your most recent sudden urge to buy something. What did you think? What did you buy?
2. What kind of feeling did you experience when you felt the sudden urge to buy something?
3. Did you encounter any negative consequences as a result of your impulse shopping? What were they?

DATA ANALYSIS: CONTENT ANALYSIS PROCEDURE

The goal of the research was to identify and classify all the instances of impulse buying into a particular category. Content analysis started with reading all the data repeatedly to immerse in it and obtain a sense of the whole (Tesch, 1990) Then, data was read word by word to derive codes (Miles & Huberman, 1994; Morgan, 1993; Morse & Field, 1995) or identify one or another type of impulse buying by first highlighting the exact words from the text that appear to capture the key thoughts or concepts. This process is continued and emergent categories are used to organize and group codes into meaningful groups or clusters (Coffey & Atkinson, 1996; Patton, 2002). Any text that could not be categorized with the initial coding scheme was given a new code.

DEFINING CATEGORIES

Categories denote the conceptual scheme of the research design (Kassarjian, 1977). Definitions are developed for each category, subcategory and code for reporting the findings. Exemplars for each code and category are identified from the data. Data analysis started with defining the categories describing the various types of impulse buying for analysing the respondents' descriptions of the impulse buying incidents reported by them. Four types of impulse buying identified previously (Stern, 1962) has been used as the initial coding categories. These types are Pure impulse purchase, Reminder impulse purchase, Suggestive impulse purchase and Planned impulse purchase.

The responses were read repeatedly to capture key thoughts or concepts. These were compared with the initial category definitions to classify each incident as one of the four types of impulse buying. Any text that could not be categorized with the initial coding scheme was given a new code. In this process a new category emerged namely 'Referential Impulse Purchase'.

CATEGORY RELIABILITY

The reliability of a content analysis refers to its stability or the tendency for coders to consistently re-code the same data in the same way even after passage of some time; reproducibility, or the tendency for a group of coders to classify categories in the same way; and accuracy, or the extent to which the classification of a text corresponds to a standard or norm statistically.

The following categories and coding were pretested using a sample of 15 questionnaires by two trained judges (Professors). All the coding categories were retained after agreement of the judges.

INTERJUDGE RELIABILITY

The content analysis of the data involved a total of 130 judgments. There were only seven disagreements resulting into an overall inter judge reliability of over 94%. This is in confirmation with the conventional acceptance criteria of minimum 80% (Kassarjian, 1977). All the disagreements were discussed by the judges and resolved completely.

VALIDITY

Validity of a content analysis study refers to the correlation of the categories to the conclusions, and the generalizability of results to a theory. The validity of categories is achieved by utilizing multiple classifiers to define an agreed upon definition of the category. In this case the categories used were pre- defined in earlier research (Stern, 1962).

Table 1: Coding Scheme and Category Definitions

Category	Definition	Examples
Pure impulse purchase	A purchase that does not fit with an individual's normal buying pattern. This might mean buying an obscure item that a consumer would never normally consider.	I had gone to a cosmetic shop to take a cream, where I saw a kajal of a renowned brand at a reasonable price but I haven't tried it before, I am attracted towards that product and purchased it, although I don't need it
Reminder impulse purchase	Occurs when an individual is reminded that he or she needs a product once it is presented in front of him or her. This might mean that the individual is already at a store and sees an item he or she is running out of at home	As I was searching this kind of product for a long time so when I suddenly found it on a store I could not resist buying it
Suggestive impulse purchase	Happens when an individual sees a product and creates or imagines a need for it.	I saw a bag displayed in a store during window shopping. I had no requirement of a new bag, but it looked so lovely that I just thought of buying it at the moment and later think of what to do about it
Planned impulse purchase	Occurs when a shopper does not plan exactly what will be purchased, but actively looks for and takes advantage of promotions.	That sudden urge was because of offers given by the brand. I saw one shirt and I liked it. I might have not bought it if 30% discount would not have been there. Due to the offer I bought it.
Referential impulse purchase	When shopper's buying decision is based on the recommendations of reference group like friends, relatives or other shoppers.	My friend pointed out a new handbag in the store while we were shopping. I checked it out myself, liked it and bought it instantly.

FINDINGS & ANALYSIS

DEMOGRAPHICS:

Out of the 130 respondents, 11(8%) did not purchase anything on impulse. Out of these, 7 were males and 4 were female respondents across different age groups.

Table 2: Demographic Profile of Impulse Buyers:

Demographics	Categories	No. of Respondents	Percentage of Total
Age	18-29 years	57	48
	30-40 years	30	25
	Above 41 years	32	27
Gender	Male	59	50
	Female	60	50
Occupation	Students	53	45
	Service-class	38	32
	Business- class	28	23

Out of the remaining 119 impulse buyers, 57(48%) were in the age group 18-29 years, 30(25%) were in 30-40 years group and 32(27%) were above 41 years. In terms of gender, the sample was evenly distributed with 59(50%) males and 60(50%) females. Also in terms

of Occupation, 53(45%) respondents were students, 38(32%) were service-class and remaining 28(24%) belonged to the business class.

OBJECTIVE 1: IDENTIFICATION OF BUYER'S MOTIVATIONS FOR IMPULSE BUYING

The responses were studied using the content analysis technique to find out the reasons or motivation stimuli for indulging in impulse buying. Impulse buyers described their feelings as 'feeling happy', 'excitement', 'feeling good about myself', 'impatient' etc. These are consistent with the features of impulse buying established in previous studies.

Table 3: Overall major motivators for impulse buying

Motivators For Impulse Buying	Respondents
Felt that the product would be useful	18%
Felt a need was present for the product	13%
Feel happy when buying	13%
Want to try a new or exclusive product	8%
Sale was going on	8%
Liked a product after seeing it inside the store	8%
On recommendations of friends	8%
Product was on discount or at low price	7%
Saw other shoppers trying the product inside the store	6%
Had money at disposal	5%
On recommendations of family	3%
To remain up to date with changing trends	3%

It is imperative for the marketers to understand the motivations of their customers for indulging in impulse purchasing and the kind of need it fulfilled. These attributes must be promoted in their products promotions and advertisements to appeal to the exact motivation of the customer so that they are highly influenced to buy impulsively.

Several unique findings were associated with the changing demographics of the shoppers. These are detailed as follows:

Table 4: Top Motivators vs Age

Age	Top Motivators	Respondents
18-29 years	Useful	21%
	New/exclusive product	14%
	Feel happy	12%
30-40 years	Useful	27%
	Need is present	27%
	Discount/ low price	17%
Above 41 years	Feel happy	16%
	Need is present	16%
	Friend's recommendation	13%

Age: In the age group of 18-29 years, 21% respondent buy on impulse if they feel that the product will be useful for them and 14% likes to buy a new/exclusive product while 12% feel happy when buying. In the age group of 30-40 years, most respondents purchase any product if they feel it will be useful for them (27%) or a need is present (27%). They also look out for discount/ low price (17%). In above 41 years age group, the respondents purchase on impulse as they feel happy (16%) or a need is present (16%) or based on friend's recommendation (13%).

It can be observed that youngsters are attracted towards new or exclusive products while middle age customers look out for discounts and the higher age bracket customers comply by the opinions of their friends.

Table 5: Top Motivators vs Gender

Gender	Top Motivators	Respondents
Male	Useful	14%
	Need is present	14%
	New/exclusive product	10%
Female	Useful	22%
	Feel happy	15%
	Need is present	13%

Gender: Males purchase on impulse when the product seems Saw other shoppers trying the product inside 6% to be useful for them (14%) or a need is present (14%). These the store two motivators are same for females as well i.e useful for them Had money at disposal 5% (22%) and a need is present (13%).

The differentiating motivator for males is that they prefer to buy new or exclusive products. Retailers should target their

new or exclusive product range towards males rather than females for a higher sale. Also, females indulge in impulse buying as they feel happy after shopping (15%). Marketers should promote happiness in their promotional displays to attract females into buying more.

Table 6: Top Motivators vs Occupation

Occupation	Top Motivators	Respondents
Student	Useful	23%
	New/exclusive product	15%
	Feel happy	13%
Service-class	Need is present	24%
	Useful	18%
	Discount/ low price	13%
Business-class	Feel happy	21%
	Need is present	14%
	Up to date in trend	11%

Occupation: The different motivators with respect to occupation were found that Students are also attracted towards new or exclusive products (15%). Service class decision is based on discounts and low prices (13%), while for business-class the major motivation for impulse buying is that they want to remain up to date with the trends (11%). Marketers need to identify their target segment specifically and promote the motivation factors for their target customers in their promotional schemes.

OBJECTIVE 2: IDENTIFICATION OF PRODUCT TYPES PURCHASED ON IMPULSE

This knowledge will help the retailers to understand which product categories are bought more by the customers on impulse. Hence, they can accordingly decide on the ratio of stocks to be carried and kept in their stores which will give them a higher sales and profits.

Table 7: Product Categories most purchased in impulse buying

Product Type	Respondents
Clothes	29%
Generic Items	28%
Electronics	17%
Accessories	11%
Car	9%
Shoes	6%

This can be studied in detail in terms of demographics also.

Table 8: Product Categories Most Purchased on Impulse vs Age

Age	Product Types	Respondents
18-29 Years	Clothes	33%
	Accessories	19%
	Electronics	19%
30-40 Years	Generic	60%
	Clothes	20%
	Shoes	10%
Above 41 Years	Clothes	31%
	Car	28%
	Electronics	25%

Age: In the age group of 18-29 years, mostly clothes (33%) were purchased on impulse as this age group is very fashion conscious. In the age group of 30-40 years mostly generic items (60%) are bought impulsively as they usually have responsibilities of managing the households. In above 41 years age group cars (28%) were purchased as they usually have a high income and disposable money.

Table 9: Product Categories Most Purchased on Impulse vs Gender

Gender	Product Types	Respondents
Male	Electronics	27%
	Generic	27%
	Clothes	20%
Female	Clothes	38%
	Generic	28%
	Accessories	18%

Gender: It was found that males purchase mostly Electronics (27%) and generic items (27%) on impulse followed by clothes (20%), car (15%), shoes (7%) and accessories (3%). Females purchase mostly clothes (38%) on impulse followed by generic (28%), accessories (18%), Electronics (7%), shoes (5%) and car (3%).

It can be observed that males purchasing habits are distinct from females. For female shoppers accessories like belts, purse, jewelry etc are an important part of their purchase basket. Retailers should place the accessories at strategic locations within the store to engage the females in impulse buying.

Occupation: Students mainly purchased clothes (36%), accessories (19%) and generic items (19%). They are generally more fashion conscious and trendy. They spend a lot on self grooming by wearing latest clothes and accessories.

Service-class bought generic items (50%), clothes (24%) and Electronics items (11%). This segment usually looks after their.

Table 10: Product Categories Most Purchased on Impulse vs Occupation

Occupation	Product Types	Respondents
Student	Clothes	36%
	Accessories	19%
	Generic	19%
Service-class	Generic	50%
	Clothes	24%
	Electronics	11%
Business-class	Car	29%
	Clothes	25%
	Electronics	25%

household shopping themselves. For office they need updated wardrobes and for home several electronics items like TV, Fridge, AC etc are required. Business- class bought car (29%), electronics (25%) and clothes (25%) on impulse. Car is a status symbol. Customers in this segment may have several cars as a symbol of prestige or esteem.

OBJECTIVE 3: IDENTIFICATION OF TYPES OF IMPULSE BUYING

The following categories were identified during the data analysis:

1. Pure impulse purchase: A purchase that does not fit with an individual's normal buying pattern. This might mean buying an obscure item that a consumer would never normally consider.
2. Reminder impulse purchase: Occurs when an individual is reminded that he or she needs a product once it is presented in front of him or her. This might mean that the individual is already at a store and sees an item he or she is running out of at home
3. Suggestive impulse purchase: Happens when an individual sees a product and creates or imagines a need for it.
4. Planned impulse purchase: Occurs when a shopper does not plan exactly what will be purchased, but actively looks for and takes advantage of promotions.
5. Referential impulse purchase: When shopper's buying decision is based on the recommendations of their reference group like friends, relatives or other shoppers in the store.

Table 11: Frequencies of occurrence of types of impulse buying:

Type Of Impulse Buying	Respondents
Pure impulse purchase	38%
Planned impulse purchase	26%
Reminder impulse purchase	15%
Suggestive impulse purchase	13%
Referential impulse purchase	8%

The findings reveal that 'pure' impulse buying is most prevalent among the respondents. It is opted by 37% male and 40% female respondents. It is opted mostly across all age groups, for 18-29 years and 30-40 years age group it is 37% while for above 41 years it is opted by 44% of the respondents. In terms of occupation, the situation is same wherein it is opted by 36% students, 42% service class, and 39% business class.

Other findings:

Age: Respondents in age group 18-29 years and 30-40 years were indulge more in planned impulse purchase at 28% and 33% respectively. This is because they enjoy

comparing different brands and products to take advantage of various discounts and promotional offers.

Respondents in age group of above 41 years, indulge more in Referential impulse purchase (22%). They give a lot of importance to the recommendations given by their spouse, family members and friends.

Gender: There is a difference in approach of the two genders. 22% males indulge in Referential impulse purchase. So, the marketers can design their advertising strategies to showcase brand ambassadors to which the male customers can relate to and make their purchase decisions.

Females indulge in planned impulse purchase (32%). In India females are considered as the home makers and they actively look for and takes advantage of promotions inside the store.

Occupation: Student and Service-class indulge in Planned impulse purchase with 32% and 24% respondents respectively while Business-class indulge more in Referential impulse purchase (21%). This shows their need for complying with the peer pressure and to maintain a standard of living expected by their friends and family.

OBJECTIVE 4: EVALUATION OF POST PURCHASE FEELINGS

Using open-ended questionnaires, the respondents described their feelings associated with their impulse purchase experience. 10% of the respondents did not have any regrets after impulse purchases and the remaining 90% respondents described their feelings to be negative after it. Respondents gave multiple reasons for regretting the impulse purchases made by them.

Table 12: Reasons for regretting the impulse purchases

Reasons For Regretting Impulse Purchases	Respondents
Overspending	47%
Product bought was not required	39%
Quality of the product purchased was not up to the mark	14%

Overspending (47%), the product bought was not required (39%) and quality of the product purchased was not up to the mark (14%). These results have been found to be true across all the age groups, both genders and all the occupation types included in the study. The insights are very interesting and unique. The post purchase feelings and motivations of the impulse buying can be contrasted here.

18% impulse buyers bought a product thinking that it would be useful but later 39% realized that the product they bought was not required. This implies that shoppers are buying on impulse in the spur of the moment, without being concerned for the consequences. Similarly 15% buyers shopped on impulse to take advantage of ongoing sale(8%) and discounts or low prices (7%) but later felt that they have overspent by exceeding their monthly budget. When shoppers indulge in impulse buying involving quick decision making and are very eager to buy a product they generally ignore the quality of the product and end up buying the poor quality products, which they regret later. If retailers want to take advantage of this psychology of the customers, they would be able to sell their mediocre products just by making it look appealing in the first impression.

SECTION II

STRUCTURAL EQUATION MODEL (SEM) OF FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR IN HYPERMARKETS

RESEARCH OBJECTIVE

The research objective of section II is to develop and test a model of Consumer's Impulse buying behavior in a hypermarket. The model will be tested using AMOS.

RESEARCH MODEL

Hypermarkets have certain unique characteristics. It is a retail format combining features of a department store and a grocery supermarket. A wide variety of products are offered such as appliances, clothing and groceries etc. It is a very large establishment where the products are displayed on shelves and aisles, stored category wise and in different sections. Shoppers navigate through the store and browse different products as per their choice. Employees of the hypermarket assist shoppers to find the products they are looking for or can suggest some other products. They can also describe various promotional schemes available to the shopper.

Many shoppers enjoy the whole process of visiting a hypermarket, browsing and selecting products or try new products either with their family and friends or by themselves. Shoppers receive several stimuli within the store called as External Stimuli (ES). It includes attributes of Store Characteristics, Sales Promotions, Store Employees, Reference Group- Friends, Family and Visual Merchandising. These stimuli are common for all the shoppers and they get influenced to do impulse purchasing. Internal Stimuli (IS) are the personal characteristics of the shopper. These characteristics includes Impulsive Buying Tendency, Variety Seeking Nature and Hedonism characteristics. Another important feature of the hypermarkets is the Product Type (PT) that they store and sell. They can be New Products, Fashion -oriented Product or Daily Use Product. The impulse purchasing behavior may be a little different in all three cases. Situational Effect (SE) describes the situation in which a customer is while being present in the hypermarket, these situations can be described in terms of Crowd in Store, Time

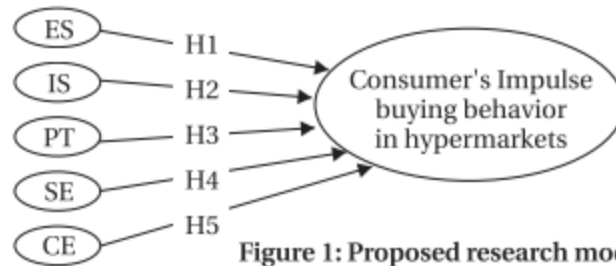
Available for shopping and Money Available for shopping. Lastly, Consequential Effect (CE) have been included in the model which is derived from the findings of section I above. They refer to the post purchase experience of the shoppers after they indulge in impulse buying. It acts as a feedback for the shopper when they go in for impulse buying next time. They will remember the past experience and may try to curb their future indulgences in impulse buying. CE includes Perceived Product Quality, Over-choice, Over-budget and Unnecessary purchases.

The research model is based on the factors identified in the literature review and in previous section I, which are relevant to the context of hyper markets.

Table 13: Constructs considered for building and testing the model

Constructs	Items
External Stimuli (ES)	Store Characteristics
	Sales Promotions
	Store Employees
	Reference Group- Friends, Family
	Visual Merchandising
Internal Stimuli (IS)	Impulsive Buying Tendency
	Variety Seeking
	Hedonism
Product Type (PT)	New Product
	Fashion -oriented Product
	Daily Use Product
Situational Effect (SE)	Crowd in Store
	Time Available for shopping
	Money Available for shopping
Consequential Effect (CE)	Perceived Product Quality
	Over-choice
	Over-budget
	Unnecessary purchases

PROPOSED RESEARCH MODEL



The above figure depicts the proposed research model showing the influence of the five identified constructs on the Consumer's Impulse buying behavior in hypermarkets.

RESEARCH HYPOTHESIS

H1: External Stimuli (ES) positively influence Consumer's Impulse buying behavior in hypermarkets

H2: Internal Stimuli (IS) positively influence Consumer's Impulse buying behavior in hypermarkets

H3: Product Type (PT) positively influences Consumer's Impulse buying behavior in hypermarkets

H4: Situational Effect (SE) positively influences Consumer's Impulse buying behavior in hypermarkets

H5: Consequential Effect (CE) positively influences Consumer's Impulse buying behavior in hypermarkets

RELIABILITY TEST

Internal consistency was measured using Cronbach's alpha values (Straub, 1989). Constructs are considered as reliable when their Cronbach's alpha value is higher than 0.70 (Hair Jr, Black et al. 2010). As per the results in the table below, all the constructs have Cronbach's Alpha Value higher than the recommended value of 0.70. This indicates that there is a strong reliability and high internal consistency in measuring relationships in the proposed model.

Table 14: Reliability Test Results

Construct	No. of Items	Cronbach's Alpha Value
ES	5	0.947
IS	3	0.946
PT	3	0.779
SE	3	0.975
CE	4	0.850



VALIDITY TEST

Composite reliability of all the constructs is greater than the threshold level of 0.60 and their Average Variance Extracted (AVE) is also greater than the threshold level of 0.50 as per table 15 below.

Table 15: Convergent Validity Results

Construct	CR	AVE
ES	0.948	0.859
IS	0.947	0.783
PT	0.824	0.621
SE	0.976	0.932
CE	0.921	0.797
IBB	0.927	0.762

As per data in the table 16 below, all the indicators or factors have significant loadings greater than 0.50 ($p < 0.001$) on their respective constructs. Thus, they are retained in the model.

Table 16: Constructs Factor Loading

Factors	Items	Estimate
IS	IS_3	0.981
	IS_2	0.897
	IS_1	0.899
ES	ES_5	0.855
	ES_1	0.94
	ES_3	0.874
	ES_2	0.871
	ES_4	0.882
PT	PT3	0.644
	PT_2	0.678
	PT_1	0.992
SE	SE_3	0.984
	SE_2	0.915
	SE_1	0.996
CE	CE_1	0.979
	CE_2	0.816
	CE_3	0.86
	CE_4	0.83
IBB	IBB_1	0.934
	IBB_2	0.821
	IBB_3	0.917

As per data in table 17 below, Average Variance Extracted (AVE) is greater than the squared correlation of constructs. Hence, all the results indicate that the measurement model possess substantial convergent validity and uni-dimensionality.

Table 17: Discriminant Validity: Average Variance Extracted (AVE) with Squared Correlation of Construct

IS	ES	PT	SE	IBB	CE	
IS	0.927					
ES	0.511	0.885				
PT	0.175	0.11	0.788			
SE	0.404	0.257	0.138	0.966		
IBB	0.26	0.025	0.033	0.247	0.893	
CE	0.045	0.012	0.168	-0.061	0.053	0.873

HYPOTHESIS TESTING

Hypotheses were tested using AMOS 22.0. It is used to infer the results of individual hypothesis and establish relationship between the dependent and independent variables statistically. The statistics of the model based on the SEM output are RMSEA 0.053, Chi-square/df 1.61, CFI 0.975, TLI 0.971. These values are within the prescribed threshold limits (Hair et al., 2010). Table 18 below denotes the results of testing the hypotheses. The 'Result' column specifies whether a hypothesis was supported or not supported depending on p value.

Table 18: Hypothesis Testing Results

Hypotheses	Path coefficient	C. R.	p value	Result
IBB←ES	0.15	2.151	0.03*	Supported
IBB←IS	0.25	3.753	***	Supported
IBB←SE	0.19	2.866	0.004*	Supported
IBB←PT	0.03	0.514	N.S	Not Supported
IBB←CE	0.06	0.955	N.S	Not Supported

*p<0.05; **p<0.01, ***p<0.001

Based on these results, the tested research model is described below in figure 2.

ESTESTED RESEARCH MODEL

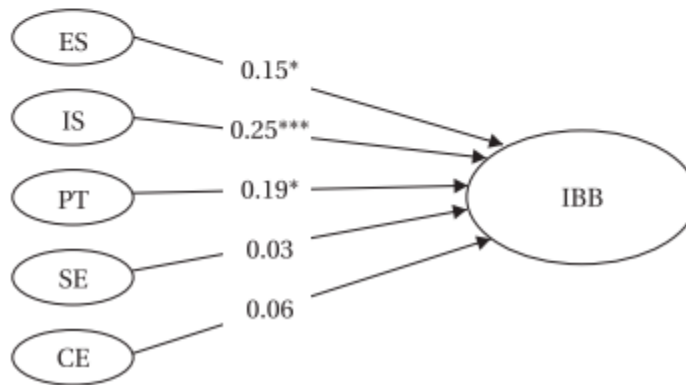


Figure 2: Path Coefficients for the Proposed Structural Model

RESULTS

Results of the SEM analysis are summarized as follows:

H1: External Stimuli (ES) positively influence Consumer's Impulse buying behavior in hypermarkets

H1 is supported. This implies that External Stimuli (ES) positively influence Consumer's Impulse buying behavior in hypermarkets. The Store Characteristics of being large and self service generates appeals to shoppers and they like to explore things leading to impulse purchases. Sales Promotions allows shoppers to take advantage of the discounts or offers to buy more impulsively. Store Employees help the shoppers to locate products, navigate through the hypermarket and suggest products. This results in higher impulse purchasing. Other Reference Group like friends and family can provide their suggestions, based on which impulse purchase would increase. Visual Merchandising provides the visual stimuli to shoppers in terms of display of products highlighting their features, benefits and recommended usage. Eye-catching product displays, store layouts and designs will attract shoppers and encourage them to instantly buy the items. H2: Internal Stimuli (IS) positively influence Consumer's Impulse buying behavior in hypermarkets H2 is supported. This implies that Internal Stimuli (IS) positively influence Consumer's Impulse buying behavior in hypermarkets. If shoppers have higher Impulsive Buying Tendency, they will shop more on impulse. If shoppers have a Variety- Seeking characteristic, then hypermarket is an apt place for them. There is a huge variety of products available and they will be interested in buying more. The hypermarket ambience is very inviting with music in background, well- lit and free. Shoppers with high Hedonism characteristic will enjoy a lot in hypermarket and would like to visit it again.

H3: Product Type (PT) positively influences Consumer's Impulse buying behavior in hypermarkets

H3 is supported. This implies that Product Type (PT) positively influences Consumer's Impulse buying behavior in hypermarkets. A new Product attracts a lot of attention of the shoppers and is bought on impulse. Fashion -oriented products are the most frequently purchased items on impulse. They are bought by shoppers both as suggestive or referential impulse. Daily Use products are necessity and are usually based on reminder impulse which means shoppers look at these products or offers and remember that there is a need to buy such products.

H4: Situational Effect (SE) does not positively influence Consumer's Impulse buying behavior in hypermarkets

H4 is not supported. This implies that Situational Effect (SE) does not positively influence Consumer's Impulse buying behavior in hypermarkets. Crowd in Store makes shoppers uncomfortable and they are not able to enjoy their shopping experience. They want to quickly finish the task of purchasing goods and move out of the store. Hence, if there is crowd in the hypermarket, it will reduce the impulsive purchasing. Similarly, if the time available for shopping is less or money available for shopping is less, then shoppers will try to stick to the shopping list they have and will not indulge in impulse buying. It is essential for the managers in hypermarkets to take care of these situations to encourage impulse buying. They can offer free home delivery to save time and to take

care of money shortage- credit facility, coupons, EMI options or loyalty prepaid cards etc can be offered to shoppers.

H5: Consequential Effect (CE) positively influences Consumer's Impulse buying behavior in hypermarkets

H5 is not supported. This implies that Consequential Effect (CE) does not positively influences Consumer's Impulse buying behavior in hypermarkets. If shoppers Perceived Product Quality in hypermarkets is low, they would not like to buy. Shoppers also face problem of Over-choice due to availability of a large variety of products. This can confuse them and put a burden on their thinking process. Many impulse shoppers feel that they can go over-budget due to their impulse purchases and end up making unnecessary purchases. All these negative consequences can reduce their impulse buying in future. The Hypermarket managers must develop strategies to take care of these negative feelings of the shoppers as it may lead to reduced impulse purchases.

CONCLUSION

The study of impulse buying behavior of the consumers is very crucial in the current scenario. There is a need for the retailers to be able to identify correctly the motivations of the consumers for indulging in the impulse purchases and comply with their thought process. The research has identified the types of impulse buying prevalent in the current context and their relative frequency of occurrence to guide the retailers to design their marketing strategies appropriately to target the desired customer segments. The choice of product categories purchased impulsively by customers of different age, gender and occupation will provide good inputs for retailers to decide their most profitable product assortment. When shoppers indulge in impulse buying involving quick decision making and are very eager to buy a product ,they generally ignore the quality of the product and end up buying poor quality products, which they regret later on.

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