A Study on Compulsive and Impulsive Buying Behaviour of Consumers in Gujarat State in Retail Mall with Special Focus on FMCG Products

A Thesis submitted to Gujarat Technological University

for the Award of

Doctor of Philosophy

in

Management

By

PRASHANT RAVINDRAKUMAR PANDYA

159997292009

Under supervision of

DR. KERAV PANDYA

GUJARAT TECHNOLOGICAL UNIVERSITY

AHMEDABAD

APRIL - 2021

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Document Information

Analyzed document	Combined All Chapters - Revised 13.8.20 Final.pdf (D77844334)
Submitted	8/17/2020 10:15:00 AM
Submitted by	CKSVIM
Submitter email	mba705owner@gtu.edu.in
Similarity	8%
Analysis address	mba705owner.gtuni@analysis.urkund.com

Sources included in the report

J	**Emergence of organized retailing in India and its impact on consumer buying behaviour** URL: f4f68ce1-ea9f-481e-b604-fcc58971198b Fetched: 2/14/2019 11:30:03 PM	5
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3) (External Examiner3) Name and Signature

ABSTRACT

Compulsive shopping and spending make a person generally feel worse. It has some of the same attributes as alcohol consumption, gambling, and overeating addictions, which is close to other addictive behaviour. This can be a seasonal balm during the holiday season for depression, anxiety, and loneliness. This can also happen if a person feels tired, lonely, and wrathful. The buying and spending will not guarantee more affection, improve self-esteem, or heal the wounds, sorrows, and tension in everyday problems. It makes these sentiments generally worse because the individual is getting higher financial debt from compulsive shopping.

When purchasing an impulse purchase or impulse buying, a decision to purchase a product or service just before purchasing is unplanned. Anyone who tends to make those purchases is known as an impulse buyer.

Yet far studies have been made for identify the compulsive and impulsive behaviour in world. But still efforts required in compulsive purchase. So far, the research is concern limited amount of research has been done in India and especially in Gujarat for Compulsive and Impulsive buying behaviour both together. Thus, present study focuses on the compulsive and impulsive buying behaviour of consumers in Gujarat state in retail mall with special focus on FMCG products.

The data have been collected by using non-probability convenience sampling as a sampling method by collecting responses from the respondents who are purchasing from the mall with the help of structured questionnaire. The data have been collected by using descriptive research as a research method, non-probability convenience sampling as a sampling method, questionnaire as a research instrument, customers of various malls as a sample unit, total 950 respondents from different major cities as sample size & area and collect the primary data through survey & secondary data from web sites, books, magazines etc. as data source.

Different factors of compulsive buying behaviour have been established using exploratory factor analysis and confirmatory factor analysis used to evaluate the influences of a set of variables observed. Various impulsive buying factors were extracted from the present literature review and confirmatory factor analysis were used to test existing dataset factors. Data reliability and validity are checked by using SPSS (social science statistic package) and the AMOS (moment structure analysis) software for both sets of data. The researcher also developed the hypothesis that consumers will influence different variables from compulsive and impulsive buying behaviour.

The findings have shown that this research has helped to improve current understanding of compulsive and impulsive buying behaviour. Researcher analyses four factors that contribute to the compulsive buying behaviour, namely willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend and three factors that contribute to impulsive buying behaviour, namely shopping experience, influence of floor merchandising and approach towards impulsive shopping.

These four compulsive buying factors and three impulsive buying factors will help shopping malls improve their strategies. Researcher conducts measurement techniques to define relevant measurements and remove irrelevant measurements with the help of SPSS AMOS software for the two research constructs i.e., compulsive, and impulsive buying behaviour. Researcher found that compulsive and impulsive buying behaviour among consumers has a significant impact on different factors excluding the self-esteem factor from compulsive buying behaviour. The scope of the analysis is restricted to those consumers who purchased FMCG items in retail malls from selected cities of Gujarat state.

Key words: Compulsive buying, Impulsive buying, FMCG products, Retail mall

Acknowledgement

Many known and unknown faces have supported me both directly and indirectly throughout my exciting journey of doctoral research. Today, I would like to take this opportunity to express to all of them my sincere appreciation.

First, I'd start with **Dr Kerav Pandya**, my supervisor, my **"Sarthi"**. It would not have been possible for me to pursue this research without their endless guidance and support. I would like to thank Dr Kerav Pandya Sir for his ongoing support; valuable suggestions and time spent on completing this study successfully.

Without the constant support and constructive input from members of the DPC (Doctoral Progress Committee), **Dr Rajesh Khajuria** and **Dr Sunita Sharma**, the completion of the doctoral work could not have been possible.

On this occasion, throughout my research work, I would like to express my sincere encouragement and inspiration to my parents. **My father Mr. Ravindrakumar Pandya and my mother, Mrs. Meenaben Pandya** to lift me up this life phase. Thank you, Mom & Dad, for giving me inspiration and unconditional support. An also thank to my **all family members** for their constant encouragement.

I would like to thank **Dr N M Bhatt**, Professor & Head of mechanical engineering department in L D College of Engineering, Ahmedabad and **Dr H N Shah**, Director in Gandhinagar Institute of Technology, Gandhinagar for their constant motivational support. I would like to thank my colleagues in Gandhinagar Institute of Technology and all other faculty members from different institutes who, whenever I approached them, were very kind enough to extend their assistance at different stages of this research.

I acknowledge the support of all Gujarat Technological University staff members, in particular the PhD section.

I would like to express my sincere gratitude to all the respondents who spared their valuable time and energy in giving their views on my survey-both pilot, thesis and helping me to complete my journey.

Besides this, I would like to thank all people who have helped me to successfully complete this research work knowingly and unknowingly.

To fulfill my dreams, my wife **‘Urvi Pandya’** and my daughter **‘Neeva’** also played the largest portion in supporting me. My heart felt gratitude to all of them for allowing me to work even on holidays and "their" time for my aspiration.

Lastly, I want to thank the **Lord Almighty**. Without God's grace & blessings, successfully completing this four-year journey would not have been possible with several milestones.

A big thank you to all of you!!!

Prashant Ravindrakumar Pandya

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CHAPTER – 1

INTRODUCTION

1.1 Compulsive Buying

Compulsive buying disorder is characterized by inappropriate shopping and spending behaviour that leads to personal distress and social, marital, or occupational dysfunction, or possibly financial and legal problems (Mcelroy, Keck, Pope, smith, & strakowski, 1994; Black, 2007)[1-2]. Compulsive buying in the adult U.S. population is estimated to have a prevalence of between 2% and 8%, and 80% to 95% of those affected are female (Black, 2001)[3].

Compulsive buying is classified as an impulse control disorder not otherwise specified in DSM–IV and is associated with significant psychiatric comorbidity of Axis I, particularly mood, anxiety and drug use disorders (Faber, o'guinn, & Krych, 1987; o'guinn & Faber, 1989; christenson, Faber, & Dezwaan, 1994; Mcelroy, et al., 1994; schlosser, Black, repertinger, & Freet, 1994)[4-8]. Whether compulsive buying is associated with mood disorders, drug use disorders, or impulse control disorders, or whether it can be considered an obsessive-compulsive disorder, is still unclear.

Some authors have defined compulsive purchasing as psychological dependence or addiction (glatt & cook, 1987; Krych, 1989; scherhorn, reisch, & Raab, 1990)[9-11]; others have defined it as a form of mood disorder (Lejo-lesades, tassain, & solomon, 1996)[12] or as an aspect of obsessive-compulsive disorder (Lochner, Hemmings, Kinnear, Niehaus, Nel, Corfield, et al., 2005)[13].

Compulsive buyers scored substantially higher in the Beck Depression inventory and in the Maudsley obsessive-compulsive inventory of anxiety and trait scales (Christenson, et al., 1994; Mcelroy, et al., 1994; Black, 2001). Furthermore, compulsive buyers have low self-esteem (o'guinn & Faber, 1989; d'astous, 1990; hanley & Wilhelm, 1992)[14-15] and, in some cases, eating disorder measures such as bulimia (Mcelroy, et al., 1994; schlosser, et al., 1994). Some authors have attempted to find links between personality traits and compulsive purchasing. Mowen and spears (1999)[16] found some relationships between the Personality Five Factor Model and compulsive purchasing. Compulsive buyers had lower conscientiousness scores and higher acceptability scores than ordinary buyers. One of the worst consequences of compulsive buying is the debt incurred by buyers when they buy (Christenson, et al., 1994; Mcelroy, et al., 1994; Schlosser, et al., 1994). The debt load can be used as an objective compulsive purchase measure

(Faber & o'guinn, 1989)[17]. The amount of money spent on income could be an important indicator for defining a consumer as a compulsive purchaser. Participants in this study were asked to report their expenses as a validity check.

An irresistible and repetitive urge to buy is characterized by compulsive buying disorder, also known as oniomania. While the literature contains different descriptions, the vast majority of people with this disorder are experiencing excessive worry and poor impulse control related to spending, chronic purchasing, and repetitive, compulsive purchasing of unnecessary items[18-19].

Compulsive buying is chronic, repetitive buying, according to O' Guinn and Faber (1989), which becomes a primary response to negative events or feelings. Compulsive buyers tend to buy too many items they don't need and can't afford at times (Hoyer and MacInnis, 2001)[20]. Compulsive purchasing is different from impulse purchasing: impulse purchasing centers on a particular product at a particular time and is temporary, while compulsive purchasing is an enduring behaviour that focuses on the purchasing process, not the purchasing itself (Solomon, 2004)[21].

Compulsive purchasing is one form of compulsive consumption which is considered the dark side of consumption in the realm of abnormal consumer behaviour (Shiffman and Kanuk, 2000)[22]. Compulsive consumption is inappropriate, typically excessive, and clearly destructive to the lives of people who seem to be driven to consume (Faber et al., 1987).

Addictive gambling, drug addiction, alcoholism, and overeating are the other forms of compulsive consumption (Shiffman and Kanuk, 2000). Like the above-mentioned behaviours, compulsive purchasing deteriorates not only the well-being of individuals themselves, but also the well-being of their families, and even that of the society to which they belong because of the severe financial, emotional, and interpersonal consequences it has.

As more attention was paid to compulsive purchasing, research was carried out to measure and identify compulsive purchasing. To measure compulsive purchasing, Faber and O'Guinn (1992)[23] and Valence et al. (1988)[24] developed scales.

Cole and Sherrell (1995)[25] found that the scale of Faber and O'Guinn identifies more extreme compulsive buyers, while the scale of Valence et al. measures the compulsive buying tendencies of a group of respondents. The influence of family structure and materialism on compulsive buying by adolescents was identified by Rindfleisch et al. (1997)[26].

D'Atous et al. (1990) also found that compulsive buying trends among adolescents are influenced by environmental factors such as peers, family communication and compulsiveness among parents. Using a phenomenological approach using both quantitative and qualitative data, O'Guinn and Faber (1989) found that compulsive buyers are likely to demonstrate compulsiveness as a personality trait and have lower self-esteem and compulsive buying fantasies and consequences were extreme levels of debt, anxiety and frustration, subjective sense of loss of control.

For about two decades, an abnormal form of consumer behaviour, known as compulsive purchasing, has captured scholars ' interest. To date, scholars have mostly studied compulsive general purchases as opposed to compulsive purchases in specific categories of products. Compulsive buying takes place when a consumer experiences powerful, uncontrollable urges to shop and buy, according to Edwards (1993)[27]. Then the consumer acts on these urges. Compulsive consumers frequently engage in compulsive buying practices to offset unhappy events and/or low self-esteem (O'Guinn and Faber, 1989)[28].

Purchasing can temporarily raise a compulsive buyer's mood and self-esteem, but it is often followed by feelings of shame or depression (McElroy et al., 1995)[29]. The impact of compulsive buying may result in family and/or marital disagreement, anxiety, frustration, and financial debt (Christenson et al., 1994; O'Guinn and Faber, 1989)[30].

Compulsive buying and impulsive buying are sometimes confused with each other but are not constructs that are synonymous. An external trigger such as a product near the cash register motivates impulse buying. An internal trigger such as stress or anxiety motivates compulsive buying, and shopping and spending is an escape from the internal trigger. In order to alleviate stress and anxiety, compulsive buying can develop into addictive buying when it becomes a need to spend continuously (DeSarbo and Edwards, 1996)[31].

Some researchers regard compulsive purchasing as a dichotomous behaviour (Faber and O'Guinn, 1992), meaning that consumers are either classified as compulsive or non-compulsive. However, Edwards (1993) research shows that compulsive buying occurs on a continuum, like many other consumer behaviours. She found that compulsive purchasing ranges from non-compulsive, recreational, compulsive, borderline, and addicted purchasing. In other words, no compulsive consumption trends, some compulsive consumption trends, or chronic levels of this behaviour can be experienced by consumers.

Several variables were found to be related to compulsive purchasing, including low self-esteem, depression, anxiety (Faber et al., 1995)[32], materialism, seeking excitement, impulsiveness (DeSarbo and Edwards, 1996; Dittmaret al., 1996; Mowen and Spears, 1999; Yurchisin and Johnson, 2004)[33-35], and low emotional stability / high neuroticism (Mowen and Spears, 1999). Compulsive buyers tend to be young women who began behaviour around 18 or 19 years of age (Christenson et al., 1994; Schlosser et al., 1994)[36] and who perceive purchasing to be socially related (d'Astous, 1990; Elliott, 1994; Roberts, 1998; Roberts and Martinez, 1997; Yurchisin and Johnson, 2004)[37-40].

A study by Yurchisin and Johnson (2004) revealed a high degree of involvement of apparel-product compulsive buyers. Likewise, compulsive buyers tend to be highly interested in fashion (Park and Burns, 2005)[41] and their physical appearance and appeal (Christenson et al., 1994).

Wicklund and Gollwitzer (1982)[42] stated that as part of a commitment to a self-defining goal, people can use symbols to build or maintain a complete self-definition. Consumers may buy products compulsively to match their subjective perceptions of themselves with a socially desirable or required appearance as a goal of self-definition (Elliott, 1994). Yurchisin and Johnson (2004) added that products are used as symbols of self-fulfillment because they can convey an ideal self-image or increase self-confidence. O'Cass (2004)[43] stated that a material possession that holds an important social position and can symbolize the identity of an individual.

For researchers interested in a particular domain / product category, measuring a general or global consumer behaviour may be of little value (Goldsmith and Hofacker, 1991)[44]. Although previous studies have found that compulsive buyers tend to buy products in the same product categories (e.g., appearance management products), most research continues to investigate compulsive buying in a general or global context.

It shifts from a short-term coping strategy to a long-term addiction when shopping and spending become a daily routine for dealing with life requirements (Eccles, 2002)[45]. They are now controlled by the activity that was initially used to maintain some kind of control in their lives. This transformation from the occasional use of shopping to a daily strategy used to cope with negative events and feelings highlights another important aspect of compulsive purchasing–it is a chronic state. As noted by Tavares et al. (2008)[46], episodic over-spending periods do not support a compulsive buying diagnosis. When shoppers and spending become a regular and primary means of coping with stress and negative moods, they become compulsive.

In trying to diagnose compulsive buying, McElroy et al. (1994)[47] offer the following four diagnostic criteria:

1. A frequent concern for shopping, spending, and buying impulses that are intrusive and uncontrollable.
2. Money is often spent on unneeded items and can afford more than one.
3. Purchasing causes anxiety, shame, guilt feelings; and
4. Shopping and spending time interferes with the functioning of work, family and normal.

Compulsive buyers are believed to react with higher levels of anxiety to stressful events than non-compulsive buyers (Desarbo and Edwards, 1996)[48]. Their primary motivation is to escape from this anxiety. Arya notes that" an unpleasant event or mood can act as a shopping trigger. The stress that the event / mood raises is transferred to the shopping experience and the anticipation that mounts. Increased physiological and emotional excitement "(Arya, 2009, p. 166)[49]. This increased excitement and anticipation is often short-lived. The feelings of euphoria that preceded and were part of the shopping experience are quickly replaced by feelings of guilt, worry, shame and even depression once the desired products have been purchased.

1.2 Impulsive buying

The researchers have always been interested in a research of consumer behaviour. It is intended to understand what customers are buying, why they are buying, when and how they are buying. It can be deduced from this that the phenomenon has to do with understanding the behaviour pattern. However, each customer does not follow the fixed pattern and there is a departure from ordinary decision-making models where a moment of pleasure replaces the logical sequence of customer actions.

This temporary deviation leads to an unplanned choice to purchase a product or service just before a purchase is made. Impulse buying is one such form of consumer behaviour that for many distributors and marketers is appealing and intriguing. Marketers need to realize that it is a distinct type of consumer behaviour to encourage impetus purchasing in the structured retail industry. There is a need to comprehend the models of consumer decision making for this purpose.

Impulse purchase or impulse purchase is a spontaneous or unplanned purchase. Impulse items at surprisingly low prices can be anything, a new product, samples, or well-established products. Customer who does not have to plan to buy a product must see a product and decided to buy it.

Purchasing is the unplanned purchase of a consumer, which is an important part of buyer behaviour. An impulse purchase or impulse purchase is an unplanned purchase decision made just before a purchase of a product or service. Then there is a marketing communication mix that affects the market behaviour of Consumer Impulse Buying: advertising, promotion of sales, personal sales, and public relations.

Marketers and researchers around the world recognize the importance of impulse buying behaviour and the phenomenon has been studied extensively by researchers over the past 60 years. The earliest studies on impulse buying included the 1940s to 60s DuPont Consumer Habits Studies and studies such as the 1960s Patterson sponsored by the Point-of-Purchase Advertising Institute. These impulse buying studies were conducted in various countries, but the focus was mainly on U.S. consumers and it was found that U.S. consumers are more impulsive than other countries. About 80 percent of U.S. purchases are made impulsively in certain product categories. Similarly, it has been reported in another stud y in the U.S. that some 90 percent of consumers make impulse purchases from time to time.

Many authors suggest that consumers' impulse purchases have the potential to grow further with new technologies such as internet and television shopping channels; and marketing innovations such as 24-hour convenience stores, as they provide both the convenience to make impulse purchases and access to products and services. Impulse buying is simply defined as the sudden and immediate decision in a store to buy the specific product or products without prior intention. Store environment such as product arrangement, lighting, background music also affects buying behaviour of consumer impulses.

Impulse buying is defined as an unplanned, on the spot purchase triggered by stimulus. Stimulus is given through sensory marketing and the possibility to touch the products, by clear and visible information about special offers and tie-instore help the consumer remembers what they need. The gap between the fantasy world of consumption, daydreams of perfect pleasure and disappointments of reality results in limit less desire and a permanent state of aggravation. (Elliot, 1997:292). Impulse buying behaviour is an enigma in the marketing world, for here is a behaviour which the literature and consumers both state is normatively wrong, yet which accounts for a substantial volume of the goods sold every year across abroad range of product categories.

As India changes and reinvents itself at a remarkably accelerated pace, the private consumption pattern so fits population have been transformed. The fundamental shifts in consumer spending

patterns have far-reaching implications not only for manufacturers, marketers and retailers of consumer products and services, but for India and Indian society as a whole. The key lies in understanding the nature of this change in consumer behaviour and consumption patterns and there by the change in the wallet-share of Indian consumers. Today's reality consists of many new, unique and disparate factors that have come into play simultaneously.

An impulse purchase or impulse purchase is an unplanned purchase decision taken just before a purchase of a product or service. One who tends to create such purchases is called an impulse purchaser. Research results indicate that emotions and feelings play a key part in buying, while buying Impulse disrupts the ordinary decision-making models in the brains of customers. The logical sequence of the behaviour of customers is substituted by an irrational time of self-gratification. Impulse purchasing focuses on the consumer's emotional side. Some products purchased on impulse in the life of customers are not regarded functional or essential.

Consumers are typically regarded in a purchase decision process to go through five phases (Bettman, 1979)[50]. Engel and Blackwell (1982)[51] have developed a general model to explain customer decision-making in the continuation of the past job (Figure 1.1). According to the model, customers' process data in five phases or sub-processes before making a consumer choice that involves problem-or need-recognition, searching for alternative solutions, evaluating options, buying the selected option, and lastly, reviewing the choice taken in the light of their results (Engel & Blackwell, 1982). Each of these phases occurs with an objective in mind and the need for that objective defines how it will happen and to what extent.

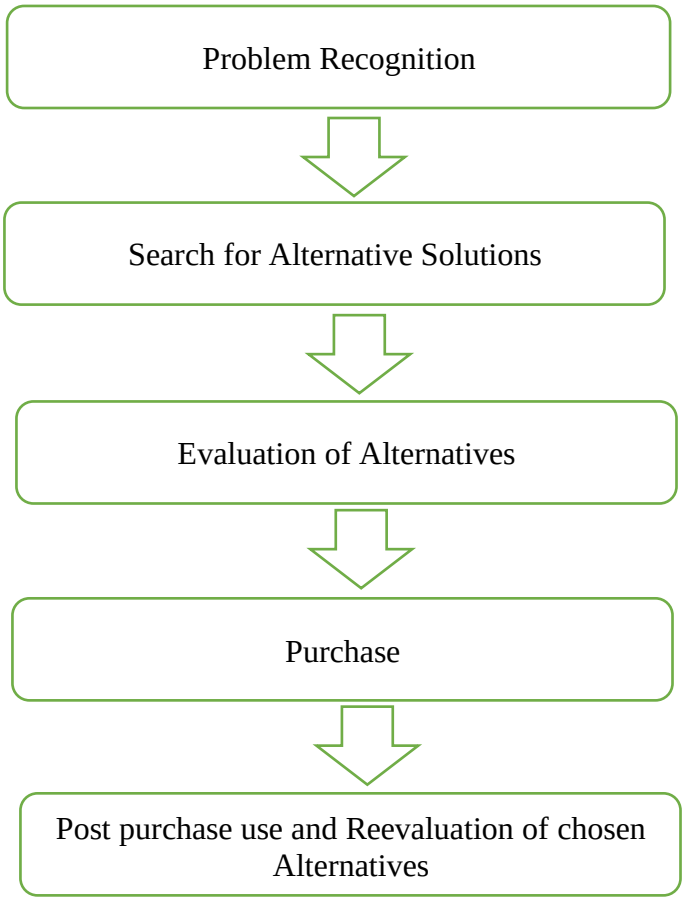
While understanding these phases and their relationship to the behaviour of consumption, combined with a review of literature, it is obvious that this consumer decision-making model did not consider a significant phase, the phase of impulsivity. This phase should appear immediately after the identification phase of the issue, involving emotional procedures.

If impulsivity is stronger, the search stage and the alternative assessment stage related to the relevant consequences will be completely bypassed. Figure 1.2 illustrates the adjusted model that attempted to illustrate how impulsiveness is an essential part of the decision-making process.

Impulse buying distinguishes from an individual's "usual" purchasing behaviour as it does not follow the ordinary purchasing behaviour process. Impulse purchases are generally not based solely on need, but rather on the item's identity and symbols. When a consumer purchases on

impulse, the data seeking phase and assessment of alternatives are rapidly bypassed or excluded.

Figure 1.1: Engel and Blackwell Model of Consumer Decision Making

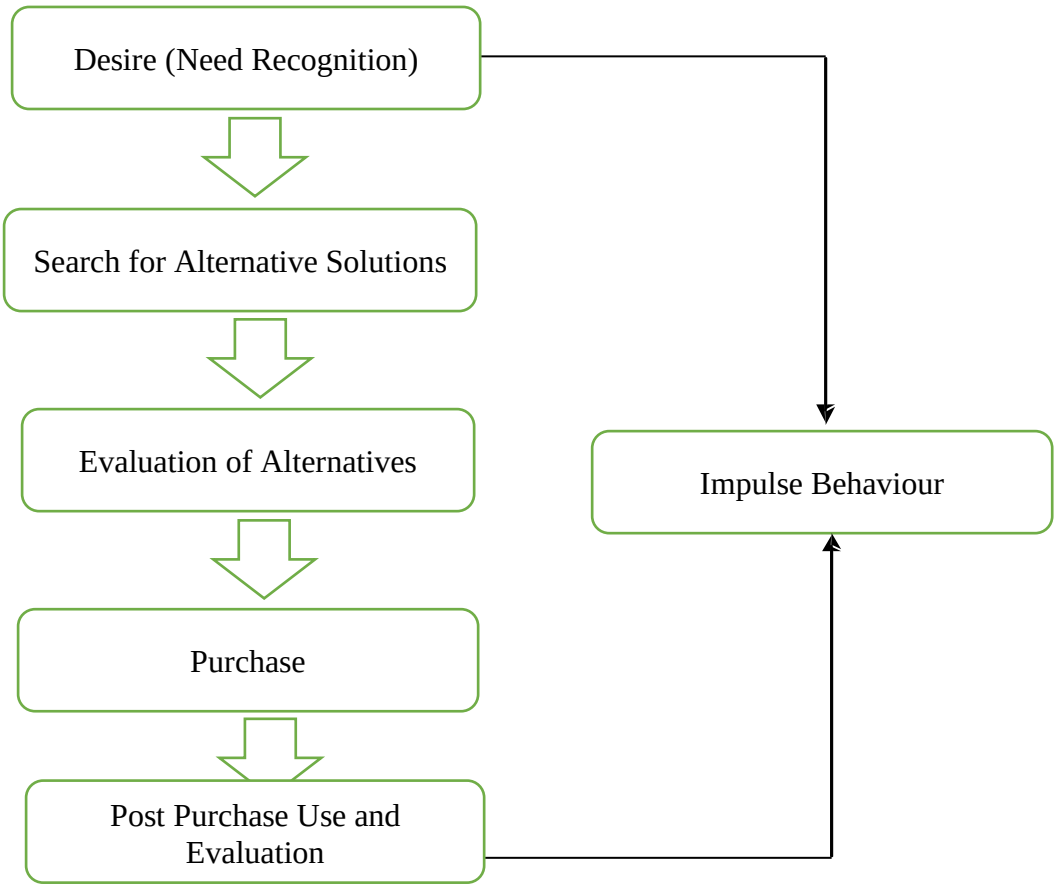


Source: Engel and Blackwell (1982)

Impulse purchasing as a marketing tool has been studied since the 1950's. Overtime, academics looked at and noted what qualifies as purchasing an impulse in various situations. Impulse buying today is a common phenomenon in the marketplace as a pervasive and unique element of customer lifestyle, and for this reason it has become a focal point for significant marketing operations (e.g., Gardener & Rook, 1988; Rook, 1987; Rook and Hoch, 1985)[52-54].

In 1987, Rook added another dimension to it by defining it as an unplanned purchase that occurs when a consumer is subjected to a stimulus and has a beneficial effect, which implies that purchasing impulse identifies a unique psychological behaviour that is drastically different from the contemplative consumer choice methods.

Fig 1.2: The Adjusted Engel and Blackwell Model of Consumer Decision Making



Source: Engel & Blackwell (1982).

However, Piron (1991)[55] suggested a more extensive notion that impulse purchasing is an unplanned purchase, the result of a stimulus exposure, and chose on-the-spot. This acquisition results in emotional and/or cognitive responses experienced by the client. There are four significant impulse buying features, i.e., unplanned, stimulus exposure, instant and emotional and/or cognitive reactions, according to the above idea.

Impulse purchase is an unplanned purchase as the consumer's choice to purchase the item is made at the moment's spur and is not in response to a previously known issue or intention created before the shoppers enter the shop. Stimulus exposure is the second significant feature of purchasing impulse behaviour. Here the stimulus is seen as a catalyst that drives the consumer to be impulsive in buying. The third characteristic of purchasing impulse is the buyer's instant nature as the customer makes an instant purchase decision without worrying about its implications. Finally, customers experience emotional and/or cognitive responses, which determine guilt or disregard for future implications.

Beatty and Ferrell (1998)[57] also added that purchasing impulses are made without any pre-shopping intentions to either buy a specific product category or perform a specific purchasing activity. In addition, when a shopper experiences an urge to buy and is likely to be spontaneous in action, impulse buying takes place. This is because impulse buyers do not carefully search for a particular product and don't have previous plans or buy intention. In their research, Bayley and Nancarrow (1998)[58] further connected the impulse buying phenomenon to hedonism in which the scientists saw it as a sudden, compelling, hedonically complicated purchasing behaviour in which the swiftness of an impulse decision process excludes considerate and intentional consideration of data on options and decisions.

Several supplementary models of buying behaviour, such as Utility-maximization, decision making, behavioural-influence, hedonic and meaning-transfer views have been suggested in consumer research. Impulse buying behaviour does not, however, conform to the rational, financial or decision-making views in consumer behaviour; rather, it is connected with complicated psycho-social hedonic motivations and low-effort, feeling-based decision-making.

According to Park, et al (2006)[59], Bayley and Nancarrow (1998), the purchasing behaviour of Impulse is a sudden, convincing, hedonically complicated purchasing behaviour in which the speed of an impulse decision process precludes consideration of alternative data and decisions.

Therefore, different studies on purchasing impulses indicate that this phenomenon occurs when an individual makes an unintended, unreflective, and instant purchase. The purchase is unintended as there are no pre-shopping plans to buy that item during booking. In addition, this item is not actively searched by the shopper. It is the sudden urge to buy a product that makes an unintended purchase of an impulses after the person sees it.

It is unreflective in the sense that it is produced without cautious thinking with much less assessment of the item. It is also immediate as there is a very short time interval between viewing a product and buying. It can therefore be concluded from the above that purchasing impulse is a spontaneous and cognitively intensive action. This was also verified by psychology scientists who believed the method leads to recreational shopping and purchasing impulses.

1.2.1 Types of Impulse Buying

Stern (1962)[60] proposed the Impulse-Mix consisting of four distinct types of impulse buying, namely pure, reminder, suggestive and planned impulse buying.

1. Pure impulse buying: This is real purchasing impulse and varies from other behaviours of purchasing impulse. Buying "novelty or escape" changes the routine of the shopping pattern. A customer who rarely purchases gums and candies, for instance, considers at the checkout a fresh gum with appealing packaging while waiting in line at the grocery store and wants it based on the packaging or fresh flavor. In this situation, buying the gum is regarded pure impulse because it is beyond the ordinary buying behaviour and satisfies an instant urge initiated by an emotional attraction.

2. Reminder impulse buying: This type of purchasing impulse is based on previous experiences and understanding of a specific product. For instance, when customers see a particular product in a store, they know that item is nearly out of stock at home, remember an advertisement, or previous experiences in making decisions, and then make the purchase. Such prior variables trigger the purchase of the reminder impulse.

3. Suggestive impulse buying: Suggestive impulse buying occurs when clients first see a product and want to purchase it, even if they have no understanding of it. The distinction between reminder and suggestive impulse buying is that customers do not have previous experience or understanding of a specific item and an assessment of the quality and features of the item is done during shopping. Furthermore, suggestive purchasing impulse can be understood as purchasing "rational or functional" and differentiated from sheer purchasing impulse, which is caused by emotional variables.

4. Planned impulse buying: While entering a store, customers already have a shopping list, however, due to unique price promotions or coupons they expect to purchase additional products, and this is referred to as scheduled purchasing impulses.

1.2.2 Nature of Impulse buying

Impulse purchasing is not reflective in that the purchase is made without much evaluation. Individuals purchasing impulse are less likely to consider the consequences or think carefully before purchasing (rook, 1987). The attention of the person is focused on the immediate satisfaction of responding to the urge to buy instead of solving pre-existing problem or finding an item to fill a predetermined need. In fact, the impulsive purchase is immediate, consistent with general impulsiveness (rook, 1987).

1.3 Consumer Buying Behaviour

Consumer Buying Behaviour describes how people, groups, and organisations choose, purchase, use, and dispose of products, services, thoughts, or experiences to meet their

requirements and wishes. Consumer buying behaviour is affected by multiple variables such as private, psychological, social, and cultural features as mentioned by Kotler and Armstrong (2010)[61].

Consumer buying behaviour is restricted to purchasing time, product type, group and people buying the products. Consumer purchasing behaviour includes a number of choices that the consumer makes over a period of time (what, why, when, how much, and how often). To guarantee a powerful competitive advantage, marketers need to learn about the consumer's response to distinct product features. Marketing P's are component of consumer incentives.

Consumers have distinctive features such as age, gender, education, working groups, etc. Each group will have distinct requirements, they will involve a range of product and service decisions. Studying how varied customers make their decision among the different products is an interesting problem. Perception, motivation, attitude, learning, personality, and self-concept are some of the private factors of the individual. Cultural variations, socioeconomic conditions, and social class influence are the external influences that can affect consumer buying behaviour. External influences are classified as micro and mini surroundings. These environments do not directly affect the consumer's decision, but filter through the characteristics of the individual. Therefore, understanding the consumer market and purchasing customer behaviour are very important in determining marketer success.

Low prices still matter primarily to the core Indian customer, it will change rapidly in the coming years to a price-plus platform. With the experience of quality, comfort, consistency, innovation and shopping, the customer will seek a better price equilibrium here. The latest financial slowdown has rendered the Indian consumer's attitude more conservative. Purchasing point (POP) will become more crucial, and if they fulfill their commitment to the customer, brands and distributors will be the time of reality. Therefore, smart brands and distributors will spend more effort in shop not only to enhance the store's interiors, but also the general shopping experience, even though they are high-value seekers.

As far as shopping behaviour, the trend towards shopping as a "family" is concerned, which in turn is due to the growing time poverty for most Indians in this key customer category. Hopping together saves time for the family as well as some extra time together. Modern retail that provides all choices under one roof, optimizes multi-dimensional key customers including timesaving, improved shopping experience, and combining shopping with recreation and leisure. Thus, given a decision between traditional shopping markets and a well-planned, well-

maintained (mall) shopping center, this customer is more likely to choose the later. Sensory marketing plays a crucial role in contemporary retail outlets (malls) when various brands compete under one roof. When the stimulus matches the other brand components, it favorably shifts brand perception. Therefore, it can be regarded as an appropriate instrument to reinforce the value of a brand.

A congruent stimulus has an unconscious impact on the customer and can have a beneficial impact on choice, causing a stronger buying of impulses. Brand equity can be strengthened by adding a sensory dimension to the marketing strategy, which means a greater link between brand and consumer. However, the writers argue that to eventually profit from a sensory branding investment, a powerful brand platform is required. The use of sensory branding is increasing quickly and is expected to be the future of strategic branding.

Consumer behaviour is the study of the selection, purchase, use and disposal of goods, services, ideas or experiences by individuals, groups, and organizations to satisfy their needs and wants. Cultural, social, and personal variables influence the purchasing behaviour of a consumer. The broadest and most profound influence exerts on cultural factors (Kotler & Keller, 2006).

a. Culture, subculture, and social class are particularly important influences on consumer buying behaviour. Culture is the basic variable of a person's desires and behaviour. Through his family and other key institutions, the growing child acquires a set of values, perceptions, preferences, and behaviour.

Each culture is made up of smaller subcultures that provide their members with more identification and socialization. Nationalities, religions, racial groups, and geographic areas are included in subcultures. When subcultures grow big enough and wealthy, firms with ten specific marketing programs designed to serve them.

Almost all human societies are socially stratified. Stratification sometimes takes the form of a caste system where for certain roles members of different castes are reared and cannot alter their caste membership. More often, it takes the form of social classes, comparatively homogeneous and lasting divisions in a community that are hierarchically ordered and share comparable values, interests, and behaviours among its members.

Social classes have a number of features. First, people in each class tend to act more equally than people from two distinct groups of society. Different social classes of dress, patterns of speech, styles of recreation and many other features. Second, people are perceived by social

class as occupying lower or higher positions. Third, social class is stated not by any single variable, but by a cluster of factors such as occupation, earnings, wealth, education, and value orientation. Fourth, during their lives, individual scans move up or down the social class ladder. The magnitude of this mobility differs depending on how stiff in a specified community is the social stratification. Social classes how different product and brand preferences are in many fields, including FMCG products, home furniture, recreational activities, and cars.

b. Social factors:

The social variables are the roles and status of reference groups, family, and social. A reference group of individuals comprises of all organizations that directly or indirectly affect their attitudes or behaviour. Group shaving a direct influence on a individual is called group membership. Some membership organizations are primary groups, such as family, friends, neighbors, and colleagues, with whom the individual interacts relatively continually and informally. People also belong to secondary organizations such as religions, professional organizations and trade unions, which tend to be more formal and involve less ongoing interactions (Kotler & Keller, 2006; Pandya & Bhatt)[62-63].

People are affected in at least three respects by their reference groups. Reference groups expose a person to fresh sand lifestyles of behaviour and impact the self-concept of sand attitude; they generate conformity pressures that can affect real product and brand decisions. Individuals are also affected by organizations not belonging to. A group of aspirations are those that a person hopes to enter; dissociative groups are those whose values or behaviour an individual denies. (Kotler & Keller, 2006).

Product manufacturers and brands with powerful group influence must determine how opinion leaders in these reference groups can be reached and impact. An opinion leader is the individual in casual, product-related communications who provides guidance or data on a particular product or product category, such as which of several products is best or how to use a particular product (Kotler & Keller, 2006).

Family is the most significant consumer purchasing organisations in society and the most influential primary reference group are family members. In the life of the buyer, we can differentiate between two families. The orientation family is made up of parents and siblings. An individual acquires from parents an orientation towards religion, politics, and economics as well as a sense of private ambition, self-worth, and love. Even if the customer is no longer very much interacting with his parents, their behavioral impact may be important. Their impact can

be significant in nations where parents reside with grown children. The family of procreation, namely one's wife and kids, is a more direct influence on one very day's purchasing behaviour (Kotler & Keller, 2006).

Roles and status–An individual is involved in many family groups, clubs, and organizations. It is possible to define the situation of the person in each group in terms of role and status. A role is the activities to be performed by a person. Every role has a status. A senior marketing vice president has more status than a sales manager and a sales manager have more status than a clerk in the office.

c. Personal factors:

Personal characteristics also influence the decisions of a buyer. These include the age and stage of the buyer in the life cycle; occupation and economic circumstances, personality, and concept of self; and lifestyle and values.

By personality, we mean a collection of distinguishing psychological characteristics of humans that lead to comparatively coherent and lasting reactions to stimuli of the setting. In terms of characteristics such as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability, personality is often defined. In evaluating consumer brand decisions, personality can be a helpful variable. The concept is that brands also have personalities, and customers will probably choose brands that suit their own characteristics. (Kotler & Keller, 2006).

Consumers often choose and use brands with a brand personality consistent with their own actual self-concept (how one sees oneself), though in some cases the match may be based on the ideal self-concept of consumers (how one would like to see oneself) or even other self-concept (how one thinks others see one) rather than actual self-image.

People may lead quite different lifestyles from the same subculture, social class, and occupation. A lifestyle is the pattern of a person living a sex in the globe that is pressed into operations, interests, and views. Lifestyle depicts the entire individual interacting with their surroundings. Marketers are looking for links between their products and lifestyle groups. (Kotler & Keller, 2006).

d. Psychological processes:

The stimulus-response model is the starting point for understanding consumer behaviour. Marketing and environmental stimuli come into the consciousness of the consumer. As

psychological processes combine to result in decision processes and purchase decisions with certain consumer characteristics. Four main psychological processes— motivation, perception, learning and memory — influence customer reactions to the different marketing stimuli. (Kotler & Keller, 2006).

Motivation-When a need is awakened to an adequate level of intensity, it becomes a motivation. A motivation is a need that is pressing enough to motivate an individual to behave. Sigmund Freud thought that the psychological forces that shape the behaviour of people are mainly unconscious and that an individual is unable to fully comprehend their own motivations.

When an individual examines a particular brand, he or she will respond not only to their a fore mentioned capacities but also to other less aware indications. Shape, size, weight, material, color, and brand name may all cause some connections and feelings. A laddering method can be used to trace the motivations of a person from the instrumental ones mentioned to the more terminal ones. The marketer can then decide at what level the message and appeal should be developed. (Kotler & Keller, 2006).

Abraham Maslow should clarify why individuals are motivated by specific moments of need. Why does one individual spend significant time and energy on private security and another on pursuing other people's high view? Maslow's response is that human needs, from the most pressing to the least pressing, are organized in a hierarchy. They are physiological needs, security needs, social needs, needs for appreciation and needs for self-actualization to be important.

Frederick Herzberg has created two factor theories that distinguish dis satisfiers (factor causing discontent) and satisfiers (factor causing satisfaction). The lack of dis satisfiers is not enough; to motivate a purchase, satisfiers must be present.

Perception-A motivated individual is willing to behave. How the driven individual actually acts depends on his or her perspective of the scenario or perception of it. Perception is the method by which a person in formation selects, organizes, and interprets in turns to generate a significant world image. Perception relies not only on the physical stimuli, but also on the relationship between the stimuli and the surrounding environment and the individual's circumstances. Perceptions are more essential in marketing than fact, as perception affects the real behaviour of the consumer. Due to three perceptual processes, people may emerge with different

perceptions of the same object: selective attention, selective distortion, and selective retention. (Kotler& Keller, 2006).

Selective attention implies marketers need to work hard to draw notice from customers. The tendency to interpret data in a manner that fits our preconceptions is selective distortion. To be compatible with previous brand and product views, consumers will have ten distortion data. We are probable to remember excellent points about a product that we like by selective retention and forget excellent points about competing products.

Learning-Involves a growing from experience in the behaviour of an individual. It learns most of human behaviour. Learning theorists think that learning is generated by the interplay of drives, stimuli, indications, reactions, and strengthening. A drive is a powerful inner stimulus that stimulates action. Cues are minor stimuli that determine a person's response when, where, and how. Learning theory teaches marketers that by combining it with powerful drives, using motivating signals, and offering positive reinforcement, they can create demand for a product. (Kotler & Keller, 2006).

Memory-All the data and experiences that people come across as they go through lives may end up in their long-term memory. Long-term memory structure's widely accepted opinions require some sort of associative model formulation. Most brand associations are all brand-related ideas, emotions, perceptions, pictures, experiences, beliefs, attitudes, and quickly the brand node becomes connected. Marketers can be seen as ensuring customers have the correct product kinds and service experiences to create and maintain in memory the correct brand information structures.

The typical purchasing method comprises of the following series of occurrences: problem recognition, data search, alternative assessment, purchase decision, and behaviour after purchase. At each point, the task of the marketer is to comprehend the behaviour. Other attitudes, unanticipated situational variables, and perceived risk may all influence the purchase decision, as well as the company's post-purchase satisfaction levels of customers and post-purchase behaviour. (Kotler & Keller, 2006).

1.4 Retail Formats

Department Store

Department stores are merchandisers in general. They give mid-to high-quality goods to consumers. Although they sell general goods, some department stores only sell a select product

line. A department store is described as a big store selling four or more distinct categories of consumer goods, one of which is women's and girls' ' apparel, under one roof, but in physically distinct departments. Some big department store organizations such as House of Fraser and Debenhams own up to 100 branches and are called various department stores. There are also many much smaller department store chains, for example.

Bentalls, and a few independent units as well. Some core purchasing is tried within the bigger organizations, but usually the emphasis is on customer service with each department performing its own purchase, merchandising and inventory control. Therefore, scope for purchasing economies of scale is small Department stores have experienced a gradual erosion of market share as big supermarket organizations have added non-food merchandise to their retail offering. General upgrading of town center shops and leadership quality will be essential to department stores ' future achievement.

The overall operating principles of department shops are;

a. Assisted by possibly big catchments, sitting at significant shopping centers.
b. The freedom of the customer to move around and see the shop.
c. Relatively high prices with sufficiently big margins to reduce heavy workers, the variety of facilities available and high lodging costs.
d. A big number of specific products can be supplied at one place enabling some related sales.
e. Special employee expertise in specific products.
f. Wide range of customer services like delivery, loan, soft furnishing, supply of restaurants, cloakroom, telephone, etc. Space concession provided' shop-within-shop' (often manufacturers) activities such as Wedgwood.

Debenhams is one instance of a department store in Quadrant. The department of café and cosmetics is the first thing they see when a client joins Debenhams in the Quadrant. This is deliberately done by retailers to attract clients to the store because they know that café and fragrance smells appeal to customers. On the ground floor, people will generally discover women's clothes and shoes. This is also performed deliberately as distributors understand that females are more likely to purchase an impulse. They also provide extra services like a wedding gift list, personal shopper, and bathrooms to their clients.

A department store provides a broad variety of products and services (width and depth) which are divided into distinct departments for effective acquisition, assortment, promotion and, above all, customer shopping. Such a format provides the biggest range of any general merchandise

and very often serves as anchor store in a shopping center or shopping mall. India's amount of department stores is less consistent with other retail formats like supermarkets and discount stores.

Shoppers ' top is the first to open a department store in the early 1990s and has 19 shops in 10 separate Indian cities at the moment. The shop focuses strongly on lifestyle retailing and divides primarily into five departments such as apparel, accessories, home decoration, gift ideas, and other services. The hopper Stop S is growing bigger and stronger year after year. It draws more than 12 million shoppers each year with a conversion rate of 38 percent. At the end of F Y 2000, this retailer had 5 shops and is in the phase of achieving 39 shops with FY 08 retail space of 2502.747 square feet. Another operator from Lifestyle India began activities in 1998 with its first Chennai shop in 1999 and in March 2006 opened one of the biggest department stores in the same town. The shop includes over 75,000 square feet. An excellent shopping experience for clients is provided by three floors of apparel, footwear, children's items, home furnishings and decoration, health and beauty goods.

Hypermarket

Hypermarkets have emerged as the largest crowd pullers because periodic repeat purchases are a norm at such stores. Hypermarkets also generate superior value-for-money advantages from hypermarket shopping as well as providing customers the most comprehensive merchandise mix, product and brand options under one roof. Hypermarkets are becoming common in India with products ranging from new products and FMCG products to electronics, quality apparel, home ware, do it yourself (DIY) and outdoor goods.

The number of players operating hypermarket format day by day is increasing. Pantaloons Retail India Limited, running 32 Big Bazaars in twenty towns, is one of the major players in this format. The K at the start of 2006. Raheja Corp (C.L. Raheja Group) launched its value-added retail concept Hyper City, the country's biggest 118,000 sq ft hypermarket. Hyper City holds a variety of Foods, Home Ware, Home Entertainment, Hi-Tech, Appliances, Furniture, Sports, Toys & Clothing goods. Hyper City Retail plans to open 55 hypermarkets in 2015. Media reports show that Reliance is set to open its' Reliance Mart ' hyper-market format in 1,5 lakh square feet of room in Ahmedabad in December 2006. As the industry grows and customers are in a mood to embrace changes, hypermarkets are getting overwhelming customer reaction. There are about 40 strange hypermarkets in India at the moment, but in this format, there is a huge growth potential.

Hypermarkets can deliver a whole host of benefits to customers. As all hypermarkets use food and grocery as a crowd puller, the cost plays a significant part. Other things distributors need to worry about providing the correct product combination apart from the price at the correct cost and location. Ideally, a 40:60 combination of non-food food should produce a blended gross margin of approximately 18-19%. If distributors better comprehend the shopper and design item offering customized to particular customer segment, hypermarkets will succeed. To decrease operating costs, retailers must use effective procurement and merchandising procedures. The most significant thing is to phase out inefficiencies in the supply chain and pass on some of the benefits to the customer. Another way to make the margin better is to increase the percentage of the private label or store brand.

Supermarket

In contrast to western countries where supermarkets are prominently noticeable, this is missing in our nation. Supermarkets are largely focused on selling food-related products and are much smaller in size compared to hypermarkets. Their proposal value varies from the hypermarkets as well. Supermarkets offer comparatively fewer assorted products but concentrate on particular product classifications. They do not play on cost the game, they use comfort and affordability as their main characteristics.

In India, this role is played by supply stores and sweet shops. Interestingly, fresh vegetables and fruits are sold on the footpath and in open markets. Traditionally, consumers feel conservative about purchasing fruits and vegetables from air-conditioned stores. They prefer to buy from local mobile vegetable sellers or from the nearest Sabji market. That is likely to work in India's supermarket development as a dissuasive factor. But things are changing, and the operators of supermarkets are slowly coming to themselves.

Usually a supermarket sells food, fresh, cut vegetables, fruit, frozen food, toiletries, cosmetics, small utensils, cutlery, paperwork, and gift items. India Food World, Food Bazaar, Nilgiri (30 plus stores), and Adani are the top supermarket operators. One of the biggest supermarket operators in Western India is Adani Retail Limited, which runs Adani Supermarket plans to continue its voyage to a total of 19 Gujarat towns with a 60 plus shop capacity. ARL also intends to expand its activities in the neighboring countries of Rajasthan, Madhya Pradesh, Maharashtra, and Chhattisgarh. Subhiksha is one of India's leading supermarket operators, operating largely in Western India's southern part.

One plus retailer Reliance Retail is on the move and this retailer opened its Reliance Fresh-a super-market chain with 11 stores in Hyderabad in November 2006 and plans to enter another 70 cities in two years. A portion of Trinetra Super Retail Limited is also growing Fab mall. By June 2006, the Fab store had 28 supermarkets in some towns and the retailer will open 25 stores in Kerala by March 2007. Food Bazaar works with floor space varying from 6,000 square feet to 16,000 square feet in India's main towns, and the format sells food and non-food products. Non-food products contribute about 22 percent of total sales and food products contribute to rest.

More than 50,000 items are stored in a food store and an average of 7,000 holding units (SKUs). The SKU's are divided into the wide categories of staples, fresh and branded foods, home and personal care products. Rice, wheat, dal, spices and oils are included in staples. Fresh produce is made up of fruits and vegetables sold loose through the concessionaire's agreement. The shop retains private labels, along with domestic brands and local brands, in certain product categories, such as utensil cleaners, preservatives and bakery products.

Private label in the category of utensil cleaner, for example, gives about 25 percent of the highest margin and commands a 50% share in the store. Private labels provide both retailer and consumer flexibility on the price front. The aim of the store is to offer variety at an affordable price in each category. Food Bazaar moves from a mere grocery retailer to developing emotional bonding with shoppers by providing some value-added services to shoppers.

Some of these projects include:

Live chakki: which enables clients to buy and grind new wheat at the Fresh Juice counter shop there: this offers clients with new juices.
Live dairy: this offers clients with fresh milk and milk products.
Live cooking: Customers can purchase, chop and boil all or portion of vegetables. Soups, salads and sandwiches are also accessible.

Malls

India's mall growth is phenomenal. The mall mania is spreading rapidly and even entering second-tier cities in India. Real property developers are jumping very quickly to take this further from Metro cities to smaller towns and corporate houses such as ITC and Sriram group are making constant strides to make this phenomenon viable on the rural market. There's no denying that top-class towns like Mumbai, Delhi, Bangalore, Hyderabad, Kolkata, Chennai and Pune

are leading the way but second-class towns like Ludhiana, Chandigarh, Nagpur and Surat are catching all retailers ' eyes.

Retail developers are in such a mood that they can ride above the necessity in a particular town. With sufficient retail space assigned for recreation and entertainment, big format malls are increasingly becoming prominent. Some countries like Punjab have lifted the entertainment tax on multiplexes until 2009. This increased the trust of mall developers in hosting entertainment games in big malls such as PVR, Waves, Adlab and Fun Republic. Bangalore & Hyderabad will have a 74 percent share in Mumbai, Pune, and NCR (including Gurgaon, Noida, Greater Noida, Faridabad & Ghaziabad) by 2007, according to a research by Knight Frank India.

Cities like Kolkata, Chennai, Ahmedabad, Jaipur, Nagpur, Lucknow, Indore, Ludhiana & Chandigarh are going to make up 26 percent of the equilibrium. With such a quantity of new format retail space in the pipeline, innovation, the right tenant mix, effective mall management and ample parking space will determine the future success of mall developments.

Category Killer

The idea of category killer originated in the U.S. due to the abundance of inexpensive soil and the dominant car culture. Category Killer is a discount specialty store that offers less range but a profound assortment of merchandise. By providing other distributors in a category a profound assortment at relatively low rates, experts in the category can "kill" that specific merchandise category. Such distributors usually use a strategy to self-service. They use their purchasing power when products are scarce to negotiate low rates, great conditions, and safe supply. Such retail shops are not common in India at this moment. But this kind of format has scope. In India, Mega-Mart is a type of category killer that sells apparel products.

Factory outlets

A Factory Outlet is a retail store owned and managed by a retail company to sell faulty products, close outs, seasonal, cancelled orders and season-end goods. These are off-price retail stores, commonly referred to as factory outlets. They are usually found in India in the outskirts of the city, minimizing storage, running, and distribution costs. Through offering heavy discounts, they usually create a risk to established retailers. Some of the factory outlets are situated in permanently covered sheds and offer additional facilities such as parking, restaurant and leisure facilities.

1.4.1 Scenario of Indian Retail Sector

India's retail sector is highly fragmented, with "Mom and Pop" outlets mostly run by the owners. Small retailers consisting of local Kirana shops, general stores, shoes and clothing shops, hand cart hawkers and pavement vendors dominate the entire sector. These together constitute "unorganized retail" or "traditional retail." According to estimates from India's Investment Commission (ICI), there are over 15 million retail outlets like "Mom and Pop" in the country.

One can find a wide range of estimates in terms of total sales, and this definitely reflects the lack of sound official government data. ICI estimated Indian retail sales at $262 billion for 2006, although market estimates ranged from $200 billion to $386 billion for that year. Different agencies have endeavored to project the growth rate of the total retail market by 2013, with figures hovering around 13-15.5 percent. The retail sector in this country is not only expanding but also modernizing in line with India's economic growth. During the late 1990s and early 2000s, this new trend began. Some of the major industrial houses entered this sector in the midst of the strong dominance of the unorganized retail sector and announced ambitious future expansion plans. To set up retail chains, transnational corporations also joined hands with big Indian companies. India's Bharti group joined hands with Wal-Mart, the world's largest retailer and Tata group linked to UK-based Tesco, the third largest retail group in the world. In the retail sector, a perceptible structural change to an organized format is predictable.

In general, these organized and modern retail formats consist of supermarkets / convenience stores, hypermarkets, discount stores, specialty stores, and department stores. These outlets are usually chain stores, all owned or franchised by a central entity or a sufficiently large single store to form part of the modern retail segment. Generally found in malls and prominent high streets across different cities are the existence of these modern retail outlets.

1.5 FMCG Products:

Goods that sell out quickly and cost comparatively low are known as Fast Moving Consumer Goods (FMCG). The products of FMCG are those which are traded within one year. Such products are intended for regular daily consumption and have a high yield. FMCG generally includes a broad variety of frequently purchased consumer products such as tooth cleaning goods, toiletries, soaps, cosmetics, and detergents for shaving products, as well as other non-sustainable products such as bulbs, glassware, paper products, batteries and plastics. FMCG also includes packaged food products, pharmaceuticals, soft drinks, consumer electronics,

chocolate bars and tissue paper. Also called Consumer Packaged Goods (CPG) are fast moving consumer products.

Most fast-moving consumer goods have a short shelf life as a result of either strong consumer demand or rapid degradation. Many FMCGs are extremely perishable, such as foods, fruit, vegetables, dairy products, and baked goods. Other products have high turnover levels, such as pre-packaged foods, soft drinks, sweets, and toiletries. Often sales are affected by the holiday and/or seasonal seasons, as well as the discounts offered.

Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending[64].

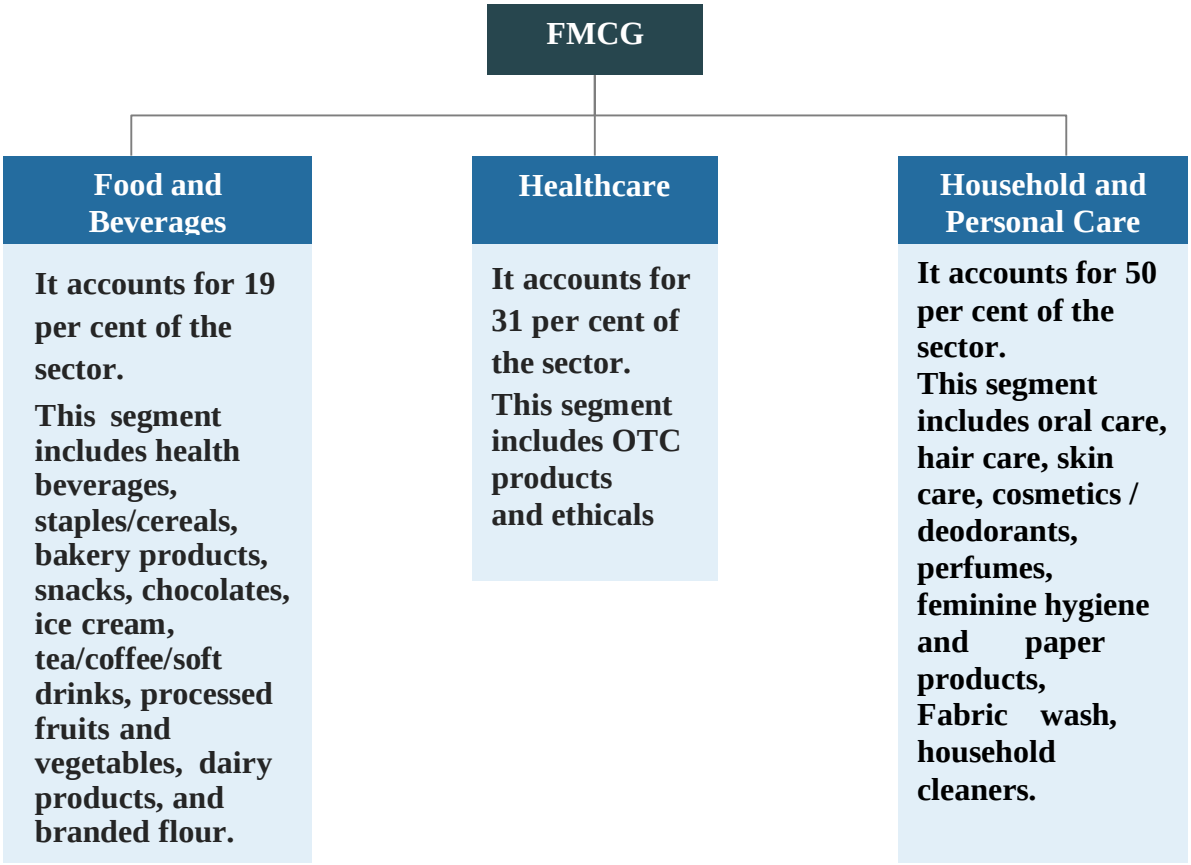
1.5.1 Three main segments of FMCG

India's household and personal care is the leading segment, accounting for 50 per cent of the overall market, healthcare (31 per cent) and food and beverages (19 per cent) comes next in terms of market share. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The number of online users in India is likely to cross 850 million by 2025. FMCG industry expected to grow 12-13 per cent in fourth quarter FY19.

Retail market in India is estimated to reach US$ 1.1 trillion by 2020, with modern trade expected to grow at 20 per cent - 25 per cent per annum, which is likely to boost revenues of FMCG companies. In 2018, e-commerce segment contribution is projected to be around 1.3 per cent of the overall branded packaged FMCG sales. People are gracefully embracing Ayurveda products, which has resulted in Patanjali being ranked as the most trusted FMCG brand in India[65].

Three main segments in FMCG goods are:

Figure 1.3 Three main segment in FMCG goods



Note: *OTC is over the counter products; ethicals are a range of pharma products, Share per cent as of FY18*
Source: Economic Times

1.5.2 FMCG Brands in India – An Overview

FMCG Brands in India are some of the leading revenue earners. The FMCG Industry in India ranks fourth in the country's economy. The FMCG brands require well-established distribution networks as the competition between the different brands are tremendous.

The FMCG market in India is expected to be worth USD 33.4 billion by the year 2015. Different FMCG Brands in India targets different echelons of the society, the elite class, the middle class, and the lower class, as well as the rural populace in India.

The FMCG sector in India has huge growth potential. Some of the FMCG products such as jams, toothpaste, skin care, shampoos, etc, have potential growth opportunities but still these products have high growth opportunities in terms of per capita consumption. Hindustan Lever is one of the leaders in the FMCG Industry in India. Personal care, cigarettes, and soft drinks are among biggest categories in the Indian FMCG Industry.

1.5.3 FMCG Brands in India - Major Companies

1) Hindustan Unilever Ltd. - Lux, Lifeboy, Brookebond, Kawality Walls, Surf Excel, Pepsodent, Close Up, Vaseline and many more.
2) ITC (Indian Tobacco Company)- W. D. & H. O. Wills, Insignia, India Kings, Classic, Gold Flake, Navy Cut, Scissors, Capstan, Berkeley, Bristol and Flake.
3) Nestlé India - Kitkat, Milkmaid, Milky Bar, Maggie, Nescafe, Nestle Slim Milk, Barone and Nestea.
4) GCMMF (AMUL) - Amul Kool, Masti Butter Milk, Kool Cafe, Amul's sugar-free Pro-Biotic Ice-cream, etc.
5) Dabur India - Hajmola, Real, Vatika, Nature Care, Lal Dantmanjan, Chyawanprash, Pudin Hara and Amla, Etc.
6) Asian Paints (India)
7) Cadbury India - Gems, 5 Star, Perk, Celebrations, Eclairs and Dairy Milk
8) Britannia Industries - Tiger, Good Day, 50-50, Treat, Milk Bar, and Nutra Choice
9) Procter & Gamble Hygiene and Health Care - Vicks Action 500+, Vicks VapoRub, Vicks Cough Drops, Vicks Formula 44 Cough Syrup and Vicks Inhaler
10) Marico Industries - Parachute, Saffola, Mediker, Silk-n-Shine, Revive, Hair & Care, Sweekar, Nihar and Manjal, etc

Figure 1.4 Companies Engaged FMCG – Over View

Source: www.aaramshoppro.com

1.6 Need for the study

The need of the research emerged from earlier research carried out by past researchers based on specific items such as chocolates, biscuits, sweets, clothing, structured industries, etc. where most consumers are compulsive or impulsive to buy the item. Some researchers are unable to discover jointly the compulsive and impulsive buying habits of the consumer. Furthermore, in order to generalize findings, prospective researchers can also conduct research in other fields.

Yet far studies have been made for identify the compulsive and impulsive behaviour in world. But still efforts required in compulsive purchase. So far the research is concern limited amount of research has been done in India and especially in Gujarat for Compulsive and Impulsive buying behaviour both together. In India, majority of the family and youngsters go to the retail mall, and with considerations of the various offerings from the retail malls, they purchased the products.

This research examined compulsive and impulsive buying factors. Factors affecting compulsive buying, such as willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend and impulsive buying factors such as shopping experience, influence of floor merchandising and approach towards impulsive shopping were taken into consideration for the research.

1.7 Significance of the study

This study is useful and will show some of its results that will allow advertisers or distributors to know different factors affecting buying habits that are compulsive and impulsive. The study also focused on the compulsive and impulsive buying patterns of different customers based on demographic factors such as gender, age, occupation, aggregate income of the family etc. This work will provide significant areas of improvement to the shopping malls operator. The findings outlined in the study will be useful marketers to understand the various factors that are responsible for the compulsive as well as impulsive buying and on the basis that they are able to make marketing strategies that will allow them to boost their revenues and footfall. Potential researchers will also be useful in this research to learn that it is possible to empirically check factors affecting the compulsive and impulsive purchasing model set up in the study.

The study will also help retailers or advertisers consider what kind of consumers will buy compulsively and what kind of consumers will buy impulsively. This study will be useful to consumers who are attracted by different offers to purchase compulsively and impulsively. This work will have significant advantages in recognizing the notion of compulsive and impulsive

buying activity and causes that are responsible for compulsive and impulsive purchasing for the academic community. The author has more insight into retail stores and the impact of demographic factors on compulsive and impulsive buying behaviour.

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CHAPTER – 2

REVIEW OF LITERATURE

Without critically studying what already exists in the form of general literature and specific studies, effective research cannot be achieved. It is therefore regarded a significant prerequisite for real study project planning and implementation. This helps to formulate further research hypothesis and framework. The literature study was categorized according to factors studied by the researcher in this study.

The very first step of conducting any research is review of existing literature. Here, researcher started review of literature from the first day of research. The topic was selected after enough review of literature. The topic of research is "A study on compulsive and impulsive buying behaviour of consumers in Gujarat state in retail mall with special focus on FMCG Products". Based on topic selected, Review of literature chapter is divided between two sections as follows.

2.1 Compulsive Buying behaviour
2.2 Impulsive Buying behaviour
2.3 Demographic Factors

2.1 Compulsive Buying Behaviour

As with any research, it is important to survey the current available literature regarding the topic before moving on to conduct an empirical study. The study of compulsive buying within the field of consumer behaviour is still relatively new, with the first landmark study occurring in the late 1980s (O'Guinn & Faber, 1989)[1]. However, since the establishment of compulsive buying within the research realm, the topic has gained significant popularity. The evolution of the study of compulsive buying has contributed to a better understanding of consumers, as well as compulsive behavioral disorders in general.

Elizabeth A. Edwards (1993)[2] notes that buying compulsive behaviour is an unusual purchasing type. Individuals are addicted to spending that can contribute to individuals ' financial debts. It also features an uncontrollable urge to spend on shopping and ordering for customers. This was widely acknowledged by financial consultants and psychologists who believed that financial burdens were the product of uncontrollable shopping behaviour, i.e., compulsive purchasing. The scale is evaluated for its reliability and validity. The analysis shows that compulsive expenditure requires five dimensions or causes. Such factors are post purchase guilt, self-perceived attractiveness, positive affect, negative shopping, and pleasure shopping. This level

is the best use of financial advisors to consider the hidden motives that make their clients a compulsive investor, resulting in heavy debt. It also helped counselors and psychologists discuss and solve their clients ' issues.

Compulsive consumers constitute a significant proportion of the entire population, according to Gwin, C. F (2005)[3]. The researcher thinks a strain on society is compulsive spending behaviour. It is important to study the compulsive spending behaviour as it causes harm in the form of debt, bankruptcies, and dysfunctional families not only to individuals but also to society. The short-term consequences of compulsive purchasing appear optimistic as the purchaser gets the immediate gratification of the purchase; but the long-term consequences are negative as compulsive buyers struggle with economic and psychological consequences like high debt rates, low savings, depression, anxiety, anger, low self-esteem, and interpersonal conflict (Roberts 1998)[4].

Norum (2008)[5] shows that college students are concerned with their credit card debt with compulsive spending behaviour. To be precise, the compulsive purchasing behaviour of college students was related to various factors such as income, level of time preference, credit card use and gender regression analysis confirmed this. With the information provided by this report, financial education and counseling are created or updated in university policies.

Compulsive consumer habits may include compulsive shopping, pathological gambling, kleptomania, compulsive masturbation, and eating disorders, according to Faber and O ' Guinn (1989). Authors classify compulsive purchasing as "chronic, repetitive purchasing that takes place as a reaction to negative events or feelings."

The remorse of the customer is the feeling of regret after making a purchase. It is often associated with purchasing a costly product such as a car or immovable property. It is assumed that Buyer's regret stems from cognitive dissonance, specifically post-decision dissonance which occurs when a person has to make a difficult decision to buy between two equally appealing alternatives. Factors that affect the remorse of the purchaser may include assets spent, the purchaser's involvement, whether the transaction is consistent with the purchaser's objectives, post-purchase feelings that include regret.

Shopping is followed by feelings of regret. They feel guilty and irresponsible for their perceived purchases as indulgences. Feelings like joy, anticipation, and excitement during shopping can quickly shift to guilt, depression, and dissatisfaction (Christenson et al., 1994)[6], leaving the consumer disappointed and disadvantaged. Compulsive buyers will usually be identified as more nervous,

emotionally stressed, distressed, fantasizing, and feeling more remorse than average consumers (Faber and O'Guinn, 1992; Valence et al., 1988; see Christenson et al., 1994; O'Guinn and Faber, 1989)[7-8].

Before the shopping process, compulsive buyers tend to experience negative emotions that serve as motivational signs for shopping (Faber and Christenson, 1996)[9]. Pre-shopping emotions are expressed by guilt, anxiety, rage, fear, loneliness and boredom, frustration, and unhappiness (Christenson et al., 1994; Dittmar, 2004, 2005)[10-11]. However, this short period of positive emotions quickly turns into negative feelings such as guilt and shame, depression, and indifference that can already be felt from the store on the trip home (Eccles, 2005; Faber and Christenson, 1996)[12].

Compulsive shoppers feel anxious and guilty about the amount of money spent, confusion and shame for losing control over themselves, and disappointed that their negative state of mind has not changed with the new product (Christenson et al., 1994; Dittmar et al., 2007; Faber et al., 1987)[13-14].

The concept of self-perceived appeal is defined as one's assessment of one's own appeal relative to others (Lucas & Koff, 2014)[15]. Self-perceived attractiveness could be considered as being closely aligned with an individual's self-perceived body image. There are a variety of aspects that contribute to the overall level of self-perceived attractiveness and self-perceived image of the body. Studying how levels of self-perceived attractiveness in a larger general population correlate with compulsive buying behaviours may be beneficial.

Similar to the research by Claes et al. (2012)[16] investigating compulsive buying in relation to low body image satisfaction, Lucas and Koff (2013) examined how likely individuals with high self-perceived attractiveness were to participate in purchasing impulses. In fact, it has been shown that high levels of self-perceived attractiveness are correlated with a lack of impulse buying premeditation (Lucas & Koff, 2013). Although it has been proposed that the two actions are driven by different forms of affective disorders, purchasing impulse is generally similar to compulsive buying, except that purchasing impulse lacks frequency and severe impairing effects as seen in compulsive purchasing (Faber & O'Guinn, 1992).

Specifically, the concept of self-perceived attractiveness has not yet been investigated in relation to compulsive buying to the best of the knowledge of the researcher. The study by Lucas and Koff (2013) would be interesting to build on by considering the relationship between self-perceived attractiveness and compulsive purchasing as a key variable rather than an impulse purchase. Although compulsive buying and purchasing impulse behaviours are similar, future results can yield different outcomes

between the two situations. Narcissism is one trait that may be associated with self-perceived attractiveness.

Past research has suggested that trait narcissism may be correlated with compulsive buying (Muller, Mitchell, & de Zwaan, 2015)[17]. Specifically, narcissism among college students was shown to be positively related to compulsive purchasing in a study conducted by Rose (2007)[18]. While no research has yet been conducted to analyze self-perceived attractiveness relative to compulsive purchasing, it can be assumed that similar to narcissism, self-perceived attractiveness can also maintain a positive relationship with compulsive purchasing.

In contrast, the idea of self-perceived attractiveness may also be closely aligned with the value of appearance goals. Roberts and Pirog (2004)[19], found a positive relationship between the expectations of beauty and the probability of engaging in compulsive buying. Appearance-related goals are one aspect of several extrinsic goals to be included in their analysis, which are goals that depend on the approval of others (Roberts & Pirog, 2004).

It may be hypothesized that self-perceived attractiveness and the value of appearance goals are closely related since individuals with high self-perceived attractiveness rates may also find appearance goals significant. In addition, in Lucas and Koff's (2013) it was suggested that women with high levels of compulsive buying may participate in behaviour in order to obtain attractiveness-enhancing items, thereby indicating a strong emphasis on appearance goals.

A wide range of literature that relates compulsive purchasing to forms of positive impact that the compulsive consumer feels. Positive effect may be an enthusiastic, active, or alert general state of feeling (Watson et al., 1988)[20]. The concept of positive effect in relation to compulsive purchasing was shown by the increase in moods during and after an episode of shopping, even if sometimes temporary.

Dittmar et al. (2007)'s proposed psychological enhancement is a concept that other researchers have also looked into. In their research, Schlosser et al. (1994) found that the emotions most commonly associated with a purchasing episode among consumers engaging in compulsive buying are increased mood, value, relaxation, diversion, energy, enjoyment of something new, and satisfaction for others. These can all be interpreted as examples of how, in addition to negative, compulsive purchasing has a positive effect component.

However, their findings also suggested that feeling sad, angry, irritable, lonely, frustrated, hurt, and guilty were moods that caused compulsive buying to be more likely. While these findings show the previously indicated significance of negative impact in compulsive purchasing, two optimistic moods also emerged as moods that made compulsive purchasing more likely, feeling happy and elated. This makes it possible to further investigate the possibility of having a positive effect prior to compulsive purchase.

Flight et al. (2012)[21] explored the role of the effect in preceding both impulsive and compulsive buying in an attempt to address this possibility. Their research is interesting because it contrasts two related, but separate, unusual shopping behaviours ' affective variables. The findings suggest that impulse buying is predicted significantly by positive effect and that compulsive purchase is predicted significantly by negative effect. The previous effect felt by consumers during these similar consumer behaviours was found to be distinctly different in the sense that purchasing impulse was predicted only by positive effect, whereas purchasing compulsive was predicted only by negative effect.

However, there appears to be room for further investigation of the positive effect of compulsive purchasing, as previous studies have suggested that some research participants have reported feelings of positive effect as a background to compulsive purchasing (Faber & Christenson, 1996; Miltenberger et al., 2012)[22-23]. Although this was not the case in previous studies for most compulsive consumers, these highly contradictory results are worthy of potential inquiry. The study of the effect of the positive effect on compulsive buying is as important as the study of the negative effect relationship. Analyzing both forms of frequency impact will serve as an attempt to better understand impact as a motivating factor in the likelihood of consumers engaging in compulsive purchasing.

This is precisely what Faber and Christenson (1996) looked to answer in their study analyzing the specific moods reported before and during a shopping experience by compulsive and non-compulsive consumers. The predominant findings suggest that the presence of negative effect may be characteristic of compulsive shopping experience, but not of non-compulsive buyers. Negative effect can be viewed as a general state of distress that can take the form of a variety of aversive mood conditions (Watson et al., 1988).

Moods that preceded buying often included feeling happy or excited for the non-compulsive buyers. Compulsive consumers, by comparison, frequently feel bored, depressed, or nervous. Compulsive buyers typically reported negative irritability and sadness emotions during the

shopping experience, as well as positive emotions of happiness, excitement, and power. Such feelings displayed a greater variety than the emotions experienced during the shopping experience by non-compulsive shoppers that were joy and anticipation. Moreover, the majority of participants involved in compulsive buying indicated that their mood improved immediately after making a purchase.

However, several of those participants went on to admit that this positive mood was finally only brief and then they soon turned back into a negative feeling, potentially even worse than those felt before the purchase episode (Faber & Christenson, 1996). Miltenberger et al. (2003) performed a similar study to that of Faber and Christenson (1996) but looked specifically at customers engaged in compulsive purchasing behaviour, and also looked at different emotions felt before, during, and after consumption. This research expands Faber and Christenson's work (1996) as it explored different moods felt after the purchase series, as well as before and during.

Data from the research by Miltenberger et al. (2003) showed that compulsive shoppers generally felt sad, nervous, or bored before shopping. Emotional responses during consumption included euphoria, relief, relaxation, and happiness. Conversely, it was guilt, sadness, boredom, and happiness that was reported after shopping. Overall, these findings offered a better and more detailed description of the range of emotions experienced by compulsive shoppers before, during and after the shopping experience than Faber and Christenson's (1996) research.

The emotions found in their analysis mimic an inverted U-shape, usually with emotions varying from negative to positive and back to negative. This means that if the recorded emotions are plotted on a chart during the overall shopping experience, that of U-shape turned upside down would be the visual representation. Similar results indicated in a more recent study by Muller et al. (2012) that an increased and positive negative impact decreased prior to engaging in compulsive buying.

However, these findings deviate slightly from former findings because while there was a demonstrated decrease in negative affect after the compulsive buying episode, positive affect levels were shown to be unaffected after engaging in compulsive buying (Muller et al., 2012). The results of these empirical studies regarding emotions experienced by compulsive buyers during the consumption process can be theoretically expanded upon by coping theory. Passive coping can be defined as any strategy used to prevent or escape stress caused by negative feelings or events (Rodriguez-Villarino et al., 2006)[24].

Research supports that compulsive purchasing often occurs as a reaction to stress, and compulsive spending action serves as a relief to the anxiety caused by the source of stress (Harvanko et al., 2013)[25]. These actions imply that this is the way the individual copes with their daily stressors.

One research empirically demonstrated a strong association with compulsive purchasing behaviours between passive coping attempts (Rodriguez-Villarino et al., 2006). Even the original definition of compulsive buying by O'Guinn and Faber (1989) suggested that individuals engage in behaviour as a way to ease negative feelings. Characteristics of personality and coping strategies play a major role in how an individual chooses to cope with stressors. The guilt of the buyer is often represented as a result of compulsive buying.

Sometimes compulsive consumers can gain pleasure or excitement from the buying act, several of them indicate that they get little enjoyment or use from the things they buy. Compulsive buyers often buy impulse stuff they can do without. And often they try to hide their shopping habits. Spending without sufficient consideration will result in many unopened things (boxes of shoes or clothes) being placed in their closets while they begin the purchasing process. After their goods have accumulated over time, compulsive buyers can turn into hoarders later in life (Mueller, 2007)[26].

Beatty and Ferrell (1998)[27] describe the satisfaction derived from the shopping process as shopping enjoyment. Shopping enjoyment theory is related to the disparity between hedonic shoppers and practical shoppers. Although shopping is viewed as work by utilitarian shoppers, hedonic shoppers aim for pleasure and shopping entertainment (Babin, Darden, and Griffin, 1994)[28]. Arnold and Reynolds (2003)[29] describe many forms of hedonic shopping motives, including shopping for fun, pleasure shopping, shopping for inspiration, role shopping, social shopping, and interest shopping.

Menon and Kahn (2002)[30] also identify three types of shopping enjoyment, including escape, pleasure, and excitement. Escapism is reflected in the pleasure of engaging in attractive activities to the point of offering an escape from the day-to-day world's demands. Pleasure is the degree to which a person feels relaxed, happy, or fulfilled while shopping online, while excitement is the degree to which a person feels excited, involved or attentive during the online shopping experience. According to Menon and Kahn (2002), the next experience encountered will have a pleasant or exciting impact on the carryover. When, during their online shopping

experience, consumers are exposed to the initial pleasing and exciting stimuli, they are more likely to engage in subsequent shopping behaviour.

Dittmar, H., & Drury, J. (2000)[31] found a correlation between self-esteem (self-image) and buying. The respondents strongly believed an apparel purchase helps to improve self-image and confidence. For females, this pattern was comparatively greater. Female respondents claimed that "Only one purchase away was total realization of their enhanced self-image."

2.2 Impulsive Buying Behaviour

For the past sixty years, research scholars have taken a greater interest in buying behaviours (Clover, 1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006)[32-35]. Piron (1991)[36] attempts to define the purchasing impulse by reviewing past research works after finding that earlier studies explain the purchasing impulse to be very similar to unplanned purchasing (Clover 1950).

Beatty and Ferrell (1998)[37] described that the purchase of Impulse refers to an immediate purchase s that has no planned shopping objective to meet a specific or desired level requirement. This means that they have some desired level of shopping that they would go to the store that they attract by brand or store kipper activity than they do at the moment.

Bayley and Nancarrow (1998)[38] defined impulse purchasing as a "sudden, compelling, hedonically complex purchasing behaviour in which the rapid ity of an impulse decision process prevents thoughtful and deliberate consideration of alternative information and choices." Hedonic behaviour is marked with pleasure as opposed to utilitarian behaviour in which shoppers seek functional benefits.

Block and Morwitz (1999)[39], after the result of a sudden, powerful desire, enunciated the concept of impulse purchase as a customer buying a product with little or no deliberation. Kacen and Lee (2002)[40] claimed that impulsive behaviour is more thrilling and enticing than expected buying behaviour, but less deliberative.

According to Engel and Blackwell (1982)[41], the purchase of impulses is an action taken without being consciously acknowledged before entering the store or a purchase intention formed before entering. Based on the different description, we conclude that purchasing impulses involve hedonic purchase decisions that are made within a store and exclude purchasing reminder activities.

The categorization of a purchase as planned or impulse started with the Stern (1962) experiment where he presented the basic impulse purchasing structure by categorizing a purchasing action as expected, unplanned, or impulse. Planned transactions include time-

wasting of more information-maximum search with rational or logical decision-making, while buying impulse applies to all shopping decisions made without prior planning. Impulse buying is highly successful in terms of quick decision taking from the unplanned purchase.

Iyer (1989)[42] further differentiated that all transactions were unplanned but not always impulsively based on unplanned purchases. Han et al. (1991)[43] amended the Stern (1962) definition of the fashion consumer impulse mix and established as four forms of impulse purchase:

i. Planned impulse buying.
ii. Reminded impulse buying.
iii. Suggestion or fashion-oriented impulse buying
iv. Pure impulse buying

Intended impulse buying is not intended to be completed but the shopper does not agree on specific product or categories. These are further determined within the shop and in store stimuli on the basis of the various sales promotions. Reminder buying behaviour happens when the buyer is reminded of the product's need to remember it during the transaction. Pure impulse buying is an escape buying that a shopper breaks the trend of ordinary or constant ordinary shopping by giving them some discount offers and schemes on the product.

Stern (1962) introduced the concept of purchasing suggestion impulse as buying a new item on the basis of self-suggestion but without prior experience. Han et.al, (1991) described fashion n-oriented impulse as a type of suggestion impulse where buying the new fashion product is motivated by self-suggestion. Shopper has no previous experience with the latest and trendy brand in the case of fashion-oriented impulse purchase. Mattila and Enz (2002)[44] subsequently concluded that shopping can be affected by the shopper's own positive emotions when purchasing fashion-oriented impulses.

According to research conducted by Beatty and Ferrel (1998)[45], it has been reported that the availability of money is "the amount or budget perceived by an individual on that day" (p. 176). The researcher has linked the availability of money with the buying of impulses as money acts as a catalyst to buy the desired good. If people don't need money, they will avoid buying and shopping. Studies have also revealed that when individuals have money available, it results in a positive effect and this positive effect influences purchasing impulses, but some researchers have also indicated that people tend to avoid purchasing impulses with the availability of money (Heidarizade and Taherikia, 2010)[46] In a study by Mohammad Mahmoudi Maymand

and Mostaf Ahmadinejad (2011)[47], it was found that there is no influence on the purchase of impulses in the availability of money.

It is concluded from the above discussion that the availability of cash has an effect on the purchase of impulses. Consumer understanding of cash availability tends to reduce negative feelings about the world when shopping. Positive feelings generate more urge to buy impulsively and feelings of sufficient availability of money directly influence the fulfillment of these urges. Therefore, the amount of money available is a motivating factor to purchase on impulse. Moreover, the feeling of more money creates a better shopping mood; hence a positive mood state that increases the chances of purchasing impulses (McGoldrick, 2002)[48].

Apart from money-oriented attitude, having credit card also influence on impulse purchase. Most of the payment is usually made with non-cash in shopping malls today, i.e., with a credit or debit card or transfer of money. In research on the purchasing of impulses, the availability and use of credit cards is considered to promote the purchase of impulses. Samreen Lodhi (2015)[49] credit card, according to Maha Jamal, allows shoppers to buy impulses.

A research, J. Vidhya, Dr. K. Tamizhjypthi (2014)[50] concluded that the key factors for impulsive buying are credit card, financial aspects, and self-rewarding. A study by Alireza Karbasivar, Hasti Yarahmadi (2010)[51] recorded a positive relationship with the buying activity and credit card and Window Display of consumer apparel.

As Dittmar & Drury (2000) pointed out in their report, credit card payments don't really sound like spending money. The high proportion of online credit card purchases is seen as a factor that increases the tendency to buying impulses. It is therefore in the interests of all merchants to accept credit card payments as an opportunity to buy.

Globally, retailers are experiencing favorable trends due to the ever-changing nature of consumer tastes, patterns of consumption and buying behaviour. The ability of each retailer to sell their merchandise depends on the marketing mix activity's strategic strength. Despite other marketing activities, in-store marketing activities such as point-of-purchase displays and promotions are all instrumental in winning consumers and encouraging them to spend more through background music and supportive store staff.

Given the power of impulsive purchasing in order to boost revenue and profits, marketers are trying to influence their potential consumers ' in-store decisions by creating enjoyable, attractive

and modern state-of - the-art environments ranging from background music, favorable ventilation, fresh scent, attractive store layout, in-store displays and persuasive shop support among others. In the shopping malls, this trend is more evident. Based on past research on the impulse purchase window display, when referring to the impulse purchase, it had greater importance.

Window display is the art of showing merchandise from the store window. Window display is emerging as the new retail mantra and is rapidly shifting from a dull, uninteresting display of merchandise in the shop window to a dynamic form of advertising. Retailers recognize the importance of window display as the first contact point between the store and the customer and the opportunity to create the customer's most critical first impression. It defines the store and gives the customer an insight into what the store is all about. This decides whether or not the customer is going to come into the shop. When the store image needs to be changed, it is an effective tool to use.

In Omar's investigation, O. (1999)[52] stated that the window display is a medium that gives the customer first impression of entering the store. Customers are highly impressed by the store's physical attractiveness for store selection. In a study by Mehta & Chugan, (2012)[53] researcher has revealed a direct relationship with the display of windows and the purchase of impulses. Furthermore, research by Sujata Khandai, Agrawal bhawna (2012)[54] revealed the same result that the window display had substantial relationships between respondents ' impulse buying behaviour.

Meysam Moayery Samar Zamani and Hosein Vazifehdoost (2014)[55] discovered a significant positive relationship with Iran's window display and impulse buying of apparel. In addition, research by Khurram L. Bhatti (2014)[56] investigated the significant relationship between the display of windows and the purchase of impulses. It is inferred from the above discussion that attractive window display triggers purchase of impulse. Window display is capable of attracting more customers than a hoarding or TV advertisement. It is also important to mention that the window display attracts customers of the right kind. There is a major transformation and competition in the retail industry. The retailer who can provide customers with a pleasant shopping experience can survive and succeed.

Window displays, in other words, encourages customers to buy impulse. When consumers are exposed to visual stimuli, they are more likely to make impulse purchase decisions suggesting that these stimuli stimulate a consumer's desire to make an unplanned purchase decision to enter

the store. It therefore suggests that window display has a significant influence on the purchase of impulses.

To addition to the money-oriented attitude, credit card availability and window display impact of floor merchandising often play an important role in the customer's impulse purchase. Floor merchandising activates customer decision making that triggers the purchasing process in turn. This leads to the item being purchased unplanned. Proximity means that the item catches the eye of the customer so that it can touch, look, smell or taste it is close to the consumer. Researchers identified proximity and impulsive buying relationships.

Kerfoot, Davies & Ward (2003)[57] considers colours, lighting, shapes and location as visual merchandising elements. Some authors call merchandising components as techniques and attribute to them visual merchandising, range of products, music, scents, and temperature. Other authors (Pajuodis, 2005; Theodoridis & Chatzipanagiotou, 2009; Chang, Yan & Eckman, 2014)[58-60] name elements such as store layout, display of goods, store atmosphere variables, outdoor visual components of the store (store sign, façade, window cases, outdoor posters) as factors of the store environment and distinguish the visual effects of the latter as visual merchandise.

Metha & Chugan (2013)[61] outlines that visual merchandising includes both the exterior store (window display, façade, retail premises) and the interior (orientation factors, signage, layout, techniques of presentation, props, spatial factors, and ambient conditions). In addition, researchers identify as aesthetic components design, colors, and consumer view. Hussain & Mashar (2015)[62] Analysis shop environment that includes cleanliness, music, smell and temperature in addition to visual merchandising elements (lighting, colour, display / layout). Therefore, the consumer behaviour literature suggests that floor merchandising affected the purchase of product intensity.

To addition to the money-oriented attitude, the availability of credit cards, window displays and floor merchandising promotion of the product often play an important role in the purchasing of impulses. Promotion is used to make sure customers are aware of the products offered by the Company. It is definitely the marketing mix's most noticeable element (Govoni, Eng and Galper, 1986[63]; Guiltinan and Paul, 1994[64]; Lamb, Hair and McDaniel, 1992[65]; Pride and Ferrel, 1989[66]). The promotional mix is the combination of the various channels that can be used to communicate the promotional message to consumers. The sales promotion channels include

advertising, direct marketing, public relations, personal selling, sponsorship and promotion of sales (Rowley, 1998)[67]. Promotion of sales is among all the most important platforms.

In addition, sales promotions are a set of marketing activities undertaken to boost product or service sales, including schemes, discounts, commissions, and incentives. A study by Ronald J. Faber (2000)[68] highlighted indications that were directly related to shopping and purchasing. These include having money, getting money, a favorite supermarket, credit cards, and malls for shopping. Several other products represent good buying deals. Products on sale, low prices, free samples, gifts, discounts, and an offer were included here.

A study by Shu-Ling Liao, Yung-Cheng Shen and Chia-Hsien Chu (2009)[69] found relationship with sales promotion and impulsive buying researcher finding that both sales promotion strategy and its interaction effects with brand appeal have significant impacts on reminder purchasing impulse. Specifically, a promotion of instant reward promotes stronger reminder purchasing impulse than a promotion of delayed reward. In addition, both a utilitarian product appeal with a price discount promotion and a hedonic product appeal with a premium promotion can foster greater reminder purchasing impetus. Sandy Dawson and Minjeong Kim (2009)[70] have researched the relationship between marketing schemes and new style concepts, pattern of impulsive buying.

Researcher found a positive relationship between impulsive purchasing and external indicators such as promotion scheme, fashion, and trend. In a research conducted by Rong-Ho Lin et al. (2012)[71], the researchers tried to find the relationship between money values and buying impulses. Researcher found that higher levels of money values such as price discount and gifts are related positively to higher levels of purchasing impulse. A study by Chakravarthi Narasimhan, Scott A. Neslin, & Subratak Sen (1996)[72] confirmed, however, that there was no significant relationship between promotional elasticity and purchasing impulses.

In addition, Dholakia, U. M. (2000)[73] argued that when visually encountering signs such as promotional incentives, consumers may experience an urge to buy impulsive. Research conducted by Koski Nina (2004)[74] on Impulse Buying on the Internet: Encouraging and Discouraging Factors and noted that anonymity, easy access, a wider variety of goods available, marketing promotions and direct marketing, as well as the use of credit cards, were found to be factors promoting Internet purchasing.

Overall, shoppers ' behaviour literature in the organized retail store indicates that the excitement of finding a good deal may lead consumers to buy more (Morris, 1987[75]; Rose, 1988[76]). Inclination to sales offers thus allows customers to feel excited and eventually activates an incentive to purchase more from being exposed to such stimuli. Thus, sales promotion activities encourage customer to buy impulse purchase.

Considering the above-mentioned facts, nowadays, retailers should understand the importance of impulse buying phenomenon and attempt to attract more customers through incentives that makes them impulsive in stores. In addition, impulse buying produces a large amount of product sales each year (Hausman, 2000)[77], it is important for marketers and managers to prepare more effective strategies to improve consumers ' impulsive purchases to make more profit. Therefore, a study of consumer behaviour in response to sales promotion techniques needs a lot of attention in retail stores. Therefore, the organization spends a lot of energy and money on sales promotion activities, it is important to understand the effect of sales promotion on retail store sales.

In addition to money-oriented attitude, credit card availability, window displays, floor merchandising and promotional influence, culture also played an important role in the purchase of impulses. Many researchers have therefore tried to understand the impulse purchase impact on culture. Kacen and Lee (2002)[78] conducted research in multi-country countries such as Australia, the U.S., Hong Kong, Singapore, and Malaysia and analyzed that both regional-level factors (individualism-collectivism) and individual cultural difference factors (independent self-concept) systematically affect impulsive buying behaviour.

For the individualist, buying impulse characteristic was more closely associated with purchasing impulse behaviour than for the collectivist classes. Researchers have noted that cultural variable controls many facets of consumer's impulsive purchasing behaviour, including self-identity, social pressures, anger repression, and instant gratification postponement. Researcher indicated that impulse buying among college-aged Asian students decreases with age and increases impulse buying among U.S. consumers in their 20s, with declines occurring after the mid-30s. However, he noted that culture influences the relationship between trait buying impulsiveness and impulsive buying activity at cultural grouping and individual difference levels.

Asians engage in less impulse buying activity because of trait purchasing impulsiveness relative to Caucasians. Shaun McQuitty (2004)[79], a study by Harry Taute, discovered a relationship with impulsivity and social norms. They found that for impulsive buying behaviour, social and personal norms are important. We found positive associations between social norms, personal

norms and buying impulsively. In addition, in a study by Tariq Jalees (2009)[80] it was observed that the correlation between trait buying impulsiveness and impulsive buying behaviour among people from collectivist cultures will be stronger compared to individuals from individualistic cultures. Individualistic societies equate individuals with collectivist cultures that are more likely to purchase impulsively.

Impulsive consumer behaviour is an increasingly significant trend (Dittmar, 2005; Roberts et al., 2014)[81-82]. It is reported as a chronic, repetitive, and uncontrollable purchasing impulse, primarily triggered by negative events or feelings with dire psychological, social and financial consequences (Dittmar, 2004; Joireman et al., 2010; O'Guinn and Faber, 1989; Raab et al., 2011; Roberts et al., 2014)[83-86]. Nevertheless, the latest global economic crisis was due in part to excessive consumerism and unregulated spending (Gardarsdottir and Dittmar, 2012; Schneider and Kirchgassner, 2009)[87-88]. Public officials encouraged their people to monitor their finances and discourage easy credit from being used; and such efforts would not only benefit consumers but would also help protect the economy from high-risk spenders (Joireman et al., 2010).

The attraction towards the consumer stimulus, which is the addiction to purchasing as a leisure activity. This is about the uncontrolled and excessive draw to use shopping as a leisure activity, usually in an exclusive and overwhelming way. While activities such as window-shopping, visiting shops or spending time in commercial centers is a common and socially accepted desire activity, an addict is differentiated as one in whom this excessive attraction to purchase interferes with the normal development of life and damages their relationships with others, becoming an obsessive and uncontrolled activity. Huge malls, reflecting the use of shopping as a leisure activity, are places to sit and walk. Shopping dependence is known as the eagerness to make needless or unnecessary things constantly new purchases.

Lack of economic self-control is the significant and inevitable failure to adapt spending habits to the individual's economic means. This is not about ordinary or unexpected spending that makes life difficult but is an absolute inability to rationally control personal or family income and discipline their purchase, no matter how superfluous it may be. The inappropriate use of debt is typically a sign of this lack of control. The end result is the active or "guilty" over-indebtedness; this is derived from the consumer's inappropriate behaviour.

Besides peers ' effect, the form of shopping trip also influences the purchase of impulses. Jens Nordfalt (2009)[89] examined the relationship between shopping trip style and Unplanned Purchase. Researcher has considered Major trip (Larger) and Fill in trip (Smaller) two types of

shopping trip. Major trips are described as regular trips on a chosen day rather than when there is an immediate need to buy the most widely used products of a household. Because of the large number of items to be purchased, they generally require a lot of time, effort and money. On the other hand, a fill-in trip is made to solve an urgent need. Researcher found that if the shopping trip was better planned, the proportion of unplanned purchases would be lower.

A study by (Kollat and Willett, 1967[90]; Bayley and Nancarrow, 1998[91]) reported that "fill-in trips" are more focused and will result in fewer unplanned category purchases and "big trips" include more category purchases, so there would be more momentum purchasing. Therefore, the occasional style of shopping is based on occasional / festival-based shopping. Customers usually make a larger share of unplanned purchases on major trips than on fill-in trips, this assumption is based on the reasoning that customers need to visit more aisles and search more shelves on larger trips, and because of this customer have more product exposure.

Consumers also have a higher economic incentive to seek good deals and discounts on larger trips than on smaller trips, raising the share of unplanned purchases (Kollat and Willett, 1967[92]; Granbois, 1968[93]; Kahn and Schmittlein, 1992[94]). On the other hand, fill-in trips are described as shopping trips with a clearly defined purpose that did not allow unplanned shopping. Research finds that during the major shopping trip, 68 percent of unplanned purchases are in small shopping trips, and 54 percent of them.

The availability of credit cards, window displays, floor merchandising, promotional influence, culture, uncontrolled purchasing, and unplanned purchasing advertising often play a major role in driving consumer purchasing. Advertising is the non-personal contact of approved advertisers through the various information media that are usually paid for and generally in fact persuasive about products, services or ideas. (Bovee, page 7, 1995)[95]. Knowing the brand's history is key to building consumer awareness of the brand. To affect the purchasing behaviour of the consumers, the seller must work hard to convey the brand's USPs (Unique Selling Proposition). In fact, marketing allows end-users to recognize which brand belongs to a specific product. In promoting a brand and creating awareness among the masses, advertising plays a crucial role. We help to create an identity in the minds of potential customers of a particular product or brand.

According to Pasi Huovinen and Petri Rouvinen (2008)[96], the purchase of impulses is positively associated with commercial television exposure, but not with other forms of mass media. A study by Feng Xuanxiaoqing et.al (2011)[97] examined that advertising, display of goods,

atmosphere, promotions and sales are easily affected by the purchasing intention of female consumers.

Research study conducted by Murad Hussain et.al (2011)[98] described relationships between celebrity endorsement and impulse purchase researcher found no relationship with celebrity endorsement and impulsive consumer purchase. Generally, the consumer behaviour literature suggests that the advertising affected the product's purchasing frequency. Researchers noted that television advertising is effective in comparison with other advertising media. In contrast, the author found no celebrity compliance partnership.

Previous research on the buying of impulses showed that perceived store crowding plays an important role in shoppers ' purchase decision. A study by Bateson and Hui (1987)[99] found that crowding in shopping situations is generally perceived as an unpleasant experience. In addition, P. Desmet, V. RenaudinrIntern (1998)[100] studied the relationship between shop elasticity and impulsive purchasing and noted the positive relationship between space elasticity and the purchase of impulses.

Michon et al (2005)[101] found that customers respond to higher retail densities by reducing shopping time, by deviating from their shopping plans, by purchasing less to join express check-out lanes, by postponing transactions, by relying more on shopping lists, by reducing social interaction and by avoiding exploratory behaviour. Mattila Anna S., Wirtz Jochen (2008)[102] found that two social factors, such as perceived crowding and employee friendliness, influenced unplanned purchases by consumers together.

Products should be presented in retail chain stores in a way that attracts customers. The display of products in retail outlets is a stimulus to attract consumers to purchase impulses (Abratt, Russell, Goodey, & Stephen, 1990)[103-104]. Product design and show at retail chain outlets add a fourth outlet sales (Mills, Paul, & Moorman, 1995)[105]. The display can be described as product grouping, shelf space, floor space allocation, department allocation, and wall decoration. Layout is defined as sales area division, space used and product arrangement (Banat & Wandebori, 2012)[106]. Brand show has a strong impact on the intention of buying customers and the understanding of the brand by the customer. The motion of the customer in the stores is greatly influenced by the appearance of goods in the stores (Ward, Bitner, & Barnes, 1992)[107].

Researcher found that employee conduct was the major factor in the report. The retail store's employees have direct customer touch. The retail store's employee can either have a positive

impact on the purchasing behaviour of the consumer to assist with purchase decision or even make a negative state in the mind of the customer. Consumers tend to enjoy shopping with helpful and polite shop assistants, according to the Jones (1999)[108]. By providing extraordinary service, salespeople can really make the shopping experience fun and enjoyable.

Consumers enjoy shopping more without an overbearing salesperson, even though they appreciate when a salesperson is near and supportive. A study by Mattila and Wirtz (2008)[109] found that social factors influence purchasing impulses. There are two kinds of social factors: store employees and other customers. It has been found that the social variable (e.g., employee friendliness) directly influences buying impulses. Through teaching their staff to be extra friendly at busy times, store managers may be able to reduce the negative effect of crowding. A study by Tendai and Crispen (2009)[110] found that there is a significant relationship between employee behaviour and unplanned buying.

Based on the theory, it has been noted that a decision-making process for the purchasing of any material customer goes through five phases, including encouragement, need or issue identification, knowledge quest, alternative assessments, and final purchase (Engel et al., 1993)[111]. Researcher also noticed that the consumer's use of rational thinking during the decision-making process. Nonetheless, there are factors such as time and peer reinforcement that cause consumers to reduce decision-making to make purchase decisions and thus exhibit another form of consumer behaviour called "impulse buying" (Mowen and Minor,1998)[112].

A study by (Beatty & Elizabeth Ferrell, 1998)[113] found that the availability of time is related to the feeling of shoppers about the amount of time available to a person in one day and is contrary to the pressure of time. In addition, work carried out by (Beatty & Smith, 1987)[114] showed that the time available had a positive effect on the purchase of impulses. Time pressure, however, has a negative impact on unplanned purchase. In their analysis, Beatty and Ferrell (1998)[115] identified a significant influence of the time available on the purchasing of impulses.
Sellers must therefore try to affect the time shoppers believe they have in the store at their fingertips. This is achieved by retailers by making shopping more effective, for example by having the customer locate their intended products faster. Nevertheless, no significant buying relationship was identified in a study by Mohammad Mahmoudi Maymand and Mostaf Ahmadinejad (2011)[116] with the availability of time and consumer impulse. According to Jeffrey & Hodge (2007) [117] if the consumer spends more time in the retail store before seeing an Impulse product, the greater the potential to purchase impulsively.

The store's background music is a major factor in the analysis. Millman (1982 and 86)[118] research found that in a slow music tempo retail environment, shoppers spent more time and money relative to the fast music environment. A research by North and Hargreaves (1998)[119] found that music is capable of evoking diverse customer affective and behavioral responses and motivating shoppers to buy impulses.

Mattila A S, Wirtz J (2001)[120] further found that music can influence both how long customers spend in a shop and how much they purchase. Study suggests that it took more time for consumers in a slow music condition to consume their meals than those in a fast music situation. Research on the purchase of impulses therefore concluded that background music had a major impact on the purchase of impulses. Research has stated that slow music creates a relaxing environment in the store and shopper likes to spend more time in the store indulging shopper to buy impulses.

2.3 Demographic Factors

The impulse buying behaviour often demonstrates varying personal factors, including age, gender identity, marital status, occupation and annual income. Several studies have looked at the relationships between demographic variables and the actions of buying impulses. Review of literature based on different demographic factors was listed in the sub-sections below.

Age

The demographic factors also influence the purchasing of the impulse among the personal factors. Age is the most important factors predicting impulse buying behaviour in consumers (Bellenger et al., 1978[121]; Wood, 1998[122]). It has been observed that impulse buying tends to increase between the ages of 18 and 39 and then declines. In addition, an inverse relationship between age and impulsive buying has been found. The partnership was also found to be non-monotonic (Bellenger & Robertson & Hirshman (1978)[123]). Tendency to buy impulse is higher between the ages of 18 to 39 and then lower (Wood (1998)[124]). Similar findings have also been found by (Tariq Jalees (2009)[125]). A literature analysis by Cornelia Pechmann et.al (2005)[126] analyzed basic research in psychiatry, psychology, and advertising on the growth of teenagers. Adolescents are reported to be more impulsive and self-conscious than adults.

More study by Feng Xuanxiaoqing et.al (2011)[127] found that females over the age of 41 are more likely to push buying, possibly because they have a permanent income and want to spend money on themselves. In addition, the results showed that age is strongly related to Vietnamese consumers ' impulse buying behaviours. A study conducted by Abu Bashar, Irshad Ahmad,

Mohammad Wasi (2012)[128] noted age is linked to most indicators of buying impulses and the collective predictor of impulsiveness. Muhammad Ali Tirmizi et.al (2000)[129], however, reported no impulse buying association in higher-income groups of youth with predominant impulse buying patterns.

Gender

Literature finds that many authors have been studying the effect of sex on buying impulses. The findings of these tests, however, were incoherent. In Dittmar Helga's study, Jane Beattie b, Susanne Friese (1995)[130] suggested that men tend to purchase instrumental and leisure items that project independence and activity on an impulsive basis, while women tend to purchase symbolic and self-expressive goods concerned with the appearance and emotional aspects of themselves. In addition, they reported gender as a major social category, both the products purchased impulsively, and the buying considerations used should be influenced. Wood (1998)[131] found that gender and impulsive purchasing were weakly related and supported by (Hausman Angela (2000)[132]).

However, Tariq Jalees (2009)[133] noted that gender-specific tendency for impulsive purchasing. For females, the rate of impulsive buying is considerably higher than in males. Sigal Tifferet, Ram Herstein (2012)[134] had conducted research on Gender Differences in Mark Engagement, Impulse Purchase, and Hedonic Consumption. "They listed reasons why women may be more inclined to purchase impulsively.

First, since purchasing impulses are linked to hedonic consumption, and women score higher in hedonic consumption than men. Second, women, more than men, suffer from anxiety and depression In view of the link between purchasing impulses and negative emotions (Silvera et al., 2008[135]); (Verplanken et al., 2005)[136], women may use purchasing impulses as a means of improving their mental state. They reported higher rates of impulse buying for women compared to men. Gender has been found to have a significant impact on purchasing impulses with special reference to the purchase of beverages (Gandhi Aradhana et.al (2015)[137])

Marital Status

Several scholars have looked at the effect of marital status on buying impulses in the past. Bloch and Richins (1993)[138] observed in a report that marital status plays an important role in the available resources. A single person is more likely to invest without any influence without shame than a married person does. People married to dependent children are more likely to have limits on the resources available. Married consumers do shopping without buying (browsing behaviour) compared to unmarried consumers, but with less impetus. More studies by (Richins and Dawson (1992)[139]; Dittmar et al. (1995)[140], Rindfleisch, Burroughs et al. (1997)[141]; Wood (1998)[142])

indicated that married people are committed to caring for dependents and therefore the rate of impulse buying observed is lower for married persons and consumers who are single appear to have a higher level of impulse buying.

Education Qualification

Researchers have also analyzed the effect of schooling on the purchasing of impulses among the demographic factors. Peter & Olson (1999)[143] explored the strong relationship between college education and purchasing power. However, he noted that training is a primary determinant of purchasing impulses. A research by Wood (1998)[144] showed that higher-educational individuals make less transactions of impulse. Less educated people tend to make planned purchases. People with low educational qualifications have an immediate state of gratification and a lower planning horizon and can therefore indulge in purchasing more impetus. According to Feng Xuanxiaoqing et.al (2011)[145] training has not made a difference in the desire to purchase impulses. Bachelor of Engineering, Bachelor of Architecture, Bachelor of Pharmacy are included in graduate category.

Occupation

Researchers have studied many factors that motivate customers to purchase impulses, among other factors many researchers have also studied the impact of employment on purchasing impulses. A research conducted by Martineau (1977)[146] reported that a higher-class individual tends to have more desire for savings, and a lower-class person is likely to have desire for spending. In addition, Wood (1998)[147] examined that people with a high occupational status are taking more rational decisions and have a future orientation and a longer decision-making horizon.

Consumers at relatively lower levels of employment, however, were not forward-looking and take less time to make decisions. Consumers in low occupation preferred to enjoy life and live well for the day than to save for the future or to provide for Coleman (1977)[148]. According to Hendon et al (1988)[149], shopping lists are prepared by people in higher occupation and are careful planners. However, research conducted by (Richins and Dawson (1992)[150]; Dittmar et al. (1995)[151]; Rindfleisch, Burroughs et al. (1997)[152]; Wood (1998)[153]) concluded that customers with a low occupational status appear to have more motivation than those with a high occupational status. In this research housewife also mean as home maker.

Annual aggregate Income of the family

Researcher has studied many factors that also have an impact on the customer's purchase impulse among many other factors, higher income level. In their research, Abratt & Goodey

(1990)[154] indicated that high-income shoppers are more likely to show higher purchase patterns. A research by Mai et al. (2003)[155] explored a significant income-impulse-buying relationship. Nevertheless, this result has been questioned by Kollat and Willet (1967)[156] that Incomes have no effect on the level of unplanned purchase. Wood (1998)[157] supports the findings of the study conducted by kollat and willet.

Furthermore, research conducted by Feng Xuanxiaoqing et.al (2011)[158] found that Income did not make any difference to the intention to purchase impetus for cosmetic purchase. Mogelonsky (1998)[159] emphasized that purchasing the impulse is for those customers who are able to afford it financially. If shoppers have more income, they are faced with fewer constraints to purchase an impulse product. Further, researcher reported high-income consumers shop more frequently on impulse as compared to the low-income shoppers.

Number of Children in the family

Based on Davies et al. (1995)[160], Thompson & Kidwell (1998) [161]; Fotopoulos & Krystallis (2002) [162], the presence of children in the household was also considered a significant factor that positively influences the purchase intention. According to Wier and Calverley (2002) [163], one of the key factors affecting customer intention to buy goods is the age of children within a family.

Datta (2008)[164] clarified that Indian parents have been using a stick in the last few decades to control their children and expect obedience and discipline to be a common word in the home. Now spend "Quality time" in shopping malls or shows or watching the latest movie together in changing time family. Regardless of the income group, parents breach the boundaries to satisfy their children's demand.

Many parents want their kids to get anything they didn't have when they were children. As the 2006-2007 survey conducted by CN (Cartoon Network) among 9,000 plus respondents, children's demand for more and more is clearly high. Approximately 70% pester their relatives, 84% control family buying decisions, 40% have electronic goods (mobile phone and computers) in their house. Children are taking center space in the family in the current changing time and setting limitations on them is difficult.

In a shopping mall sense, Mallalieu and Palan (2006)[165] examined shopping skills in teenage girls by a model. They try to find out if adolescent girls are sufficiently competent in shopping or if they reflect compulsive shopping behaviour. Shopping competence concept consists of

self-confidence, use of environmental resources, awareness of shopping and self-control. As competent shoppers, the teenage girls named their mothers.

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CHAPTER- 3

RESEARCH METHODOLOGY

In the previous chapter, a conceptual model was built to describe different variables and their relationships to provide context for this study. Targets are defined for the study based on the research questions. The purpose of this chapter is to understand the methodology used to conduct the empirical study. This basically involves research design, the techniques used to collect data, the process for sampling and the strategy for analyzing data. Furthermore, the operational definition of the constructs clarifies the different variables discussed in the previous chapter.

3.1 Objectives of the study

The objectives of the present study are as follows:

1) To study the buying behaviour of consumers towards purchasing of FMCG products from retail malls.
2) To study the various FMCG product categories purchased compulsive & impulsive from retail malls and their behaviour after purchase.
3) To study the impact of compulsive and impulsive buying behaviour among consumers on various factors.
4) To study the impact of demographic variables on various factors of compulsive and impulsive buying behaviour.

3.2 Hypotheses for the study

The researcher had framed the major hypotheses, which were further analyzed and tested by various statistical methods, taking into account the study's objectives. Those hypotheses are as follows:

Hypotheses relating to compulsive and impulsive buying behaviour of consumers.

1) There is no significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending, self-esteem, and compulsion to spend.
2) There is no impact of demographic variables on various factors of compulsive buying behaviour.
3) There is no significant impact of impulsive buying behaviour among consumers on various factors such as shopping experience, influence of floor merchandising and approach towards impulsive shopping.

4) There is no impact of demographic variables on various factors of impulsive buying behaviour.

3.3 Research Methodology

3.3.1 Research Design

Research Design can be defined as structured research planning to allow reasonable conclusion. (Judd & Reis, 2000, p. 17)[1]. Polit, Hungler & Beck, 2001[2], describes a research design as "the overall data collection and analysis strategy including criteria for improving the study's internal and external validity." Burns & Grove, 2009[3] describes a research design as 'a model for carrying out a study with full control over factors which may conflict with the validity of the results.' Parahoo, 2006[4] defines a research design as "a strategy explaining how to collect and analyze data, when and where to do so." Polit & Beck, 2012[5] describes a study design as "the overall researcher's response to the research question or hypothesis test."

Research design is basically a master plan of a research which focuses on how to conduct the analysis. It identifies all major sections of the research report, such as samples or classes, interventions, procedures, services, etc., and works together to address research issues. Study design most profoundly affects the research's internal validity, that is, the ability to draw conclusions about what actually causes any observed discrepancies in a dependent variable. The nature of the study is inextricably related to data analysis (Miller & Salkind, 2002)[6].

Descriptive Research Design:

Malhotra and Das (2005) stipulates that Descriptive Research Model defines important community characteristics. They further added that this research method is more useful in estimating the percentage of units in a given population displaying such behaviour, assessing the perception of product features, the degree of association between various marketing variables and making precise predictions. One big distinction between exploratory and descriptive research is that the previous formulation of particular hypotheses characterizes descriptive research. And the specifications are clearly specified. The descriptive work is well organized and preplanned. It is dependent upon the size of the large sample.

The descriptive research design chosen for this study.

3.3.2 Sampling Plan

One of the main components of a research design is sampling design. Key components of sampling design are sampling technique and sample size determination.

Sampling method

Non-probbabilty convenience sampling method would be used in retail malls to collect information about compulsive behaviour and impulse buying behaviour.

Non-probbabilty convenience sampling method–There is an assumption in the non-sampling that there is an even distribution of features within the population. This is what makes the researcher think every sample will be representative, and the findings would be correct because of that. Because elements are chosen randomly, there is no way to quantify the likelihood of any one element being included in the sample in the non-sampling. There is also no guarantee that each element has a chance of being selected, making it difficult either to estimate the variation in sampling or to recognize potential biases.

Convenience sampling is a technique of non-probability sampling, where samples are chosen due to their convenient accessibility and proximity to the investigator. The subjects are chosen simply because they are easiest to hire for the study and the researcher did not consider selecting subjects which are representative of the entire population. It would be best to evaluate the population as a whole in all types of study, but in most instances the population is just so large that it is difficult to include each person. This is why most researchers rely on sampling techniques such as convenience sampling, the most common of all sampling techniques. This sampling technique is preferred by many researchers because it is simple, inexpensive, easy and the subjects are readily available.

There are various advantages of non-probability sampling: -

- ✓ Cheaper
- ✓ Used when sampling frame is not available.
- ✓ Useful when population is so widely distributed that cluster sampling will not be effective.
- ✓ Mostly used in exploratory studies, e.g., for hypothesis generation
- ✓ Useful to those researchers who are not interested in figuring out what proportion of the population gives a particular answer, but instead in getting an understanding of the variety of responses people have to ideas.

Sampling unit/element (Universe of the Study): The consumers, who purchase FMCG goods from shopping malls, hyper markets etc., in the area of Gujarat will be taken as the population for this study.

Sample size Determination

In non-probability sampling, how large a sample should be is a function of the variation in the population parameters under study and the estimating precision needed by the researcher. Sample size determination is the act of choosing the number of observations to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. Henceforth a sample of N=950 respondents' population within the Ahmedabad, Surat, Rajkot, Vadodara and Mehsana city were selected randomly. Sample according to various selected cities are as follows:

Table 3.1 Sample Composition		
Sample according to various cities		
Cities	Sample	Percent
Ahmedabad	300	31.6
Surat	200	21.0
Rajkot	150	15.8
Vadodara	150	15.8
Mehsana	150	15.8
Total	950	100.0

3.3.3 Data Collection

Both primary as well as secondary sources of data are used for this analysis.

a) Primary data

A comprehensive questionnaire on consumers in selected cities in Gujarat state, namely Ahmadabad, Surat, Rajkot, Vadodara and Mehsana was prepared and administered. Structured questionnaire was used to collect data. Private (face-to-face) interviews of the respondents were conducted with the aid of the questionnaire, due to the advantages of this approach over other approaches. The researcher obtains any other information relating to the respondent through personal interviews. Often if the respondent has any query / doubts, the researcher or interviewer can track them down. After primary data collection all the filled questionnaires was analyzed, and the questionnaire was not properly filled out or some other issue was discarded.

b) Secondary data

The information was gathered from various secondary sources of data, such as research papers Journal articles, journals, books, news stories, websites and others.

c) Research Instrument

Primary data are the most important source for this study for collecting primary data questionnaire was developed. Questionnaire is used to collect the response from the respondents regarding compulsive and impulsive buying in retail mall.

Initially, preliminary questionnaire was developed based on expert opinion and literature review. Pilot testing of this preliminary questionnaire was performed with the very few numbers of respondents. Based on the pilot survey result preliminary questionnaire was modified, and final questionnaire was prepared to study the impulsive buying behaviour. Open ended and closed ended questions were asked.

Questionnaire will be divided in three parts. First part will be focused on consumers' buying behaviour towards purchasing of FMCG products from retail malls, second part will be focused on consumers' behaviour towards compulsive and impulsive buying, to study the various product categories purchased compulsively and impulsively and third part will be focused on socioeconomic variables.

3.3.4 Data Preparation

Preparation of data starts with preliminary search for completeness of all the questionnaires. The data collected were translated, coded, tabulated, grouped, and arranged as required by the study, and then entered into SPSS (statistical package for social sciences) for review.

3.3.5 Data Analysis

It is important to transform raw data collected via questionnaire into suitable forms for data analysis so that useful results can be obtained. Data obtained via a questionnaire must be coded and converted to the structured format from the questionnaires. Any error in this method can seriously hamper definitions and statistical tests. When the data is properly transmitted, analysis of the data can be undertaken. The data collected from the 950 valid respondents were correctly coded and transcribed into the format built.

By Analysis is the method by which the valuable information can be translated to raw data. Until it is analyzed in some way to make it suitable for drawing conclusions, raw data as obtained from questionnaire cannot be used. Different methods of data processing were used

to derive the relevant results from the data obtained through questionnaires. Decisions on the use of statistical methods were taken on the basis of various parameters such as (a) sizes and other data characteristics, (b) study objectives, (c) research design characteristics, etc.

The various statistical methods such as mean, standard deviation, frequency analysis for measuring number and interpretation of cases with a different opinion are used to analyze the collected data. ANOVA tests are used to assess the impact of demographic variable on various factors of compulsive and impulsive buying behaviour. Factor analysis and CFA with the help of SPSS and AMOS are used for the data analysis to get some useful results.

3.4 Scale Development

Questionnaire is a systematic data-gathering technique consisting of a collection of written or verbal questions answered by a respondent. Questions in the questionnaire are the key to the study of the survey and they need to be established with precision and important to the survey. (Malhotra & Das, September 2009). Use open-ended questions in self-completion surveys is poor since the responses will be insufficient and standard. Some of the key benefits of using close-ended questions in a questionnaire is the pre-coding. These questions fit self-completion questionnaires as they save the respondent's time in answering writing (Hague et al., 2004)[8]. Therefore, the questions used in this study's questionnaire are close-ended and respondents are asked to select the option to demonstrate their agreement on point.

The standardized questionnaire in this study focused on assessing compulsive and impulsive purchasing activity and demographic variables. The questionnaires contained three distinct sections. The first section includes questions related to consumer buying behaviour towards the purchasing of FMCG products from retail mall. The second section included questions related to the measurement of factors responsible for compulsive buying, such as willingness to compulsive shopping, self-esteem, and shopping and spending emotions, spending addiction and factors that are responsible for impulsive buying, such as impulsive shopping pattern, floor merchandising and shopping experience.

5 Point likert scale was used where 5 means respondents are strongly agree with the statement and 1 means respondent are strongly disagree with the statement. The ratings in between ranged from agree, neutral, disagree with the statement. The third section includes the questions related to social-economic factors like age, gender, marital status, educational qualification, occupation, annual aggregate income of the family, no of children in the family and no of members in the family.

Instead of 7-point Likert Scale, the researcher used 5-point Likert Scale for testing. And according to Prayag (2007)[9], 5-point scales decrease the level of discontent among respondents and increase the response rate and quality. Malhotra and Das (2009) added that construction and administration is very basic. In addition, respondents readily understand how to use scale, and this scale is more suitable for mail and personal interviewing. So, on 5-point Likert Scale, all statements are formed in order to get typical distribution of observations.

Table 3.2 Variables Identified for Questionnaire

Authors	Variables identified	Section in Questionnaire
Miltenberger et al. (2003)	I go for shopping whenever I am upset, disappointed, depressed, angry, or nervous	Compulsive buying behaviour
	I plan to shop before few days ago and then go for shopping	
	I sometime worry about my shopping habits but still i go out and shop to spend money	
Arnold and Reynolds (2003)	I go for shopping to find fun	
	I get pleasure when I buy the products at that time when I want	
	I feel motivated for shop and spend, even when I do not have the time or money	
Lucas & Koff, 2014	I buy the products to respond offers	
	My lifestyle influences my shopping	
Schlosser et al. (1994)	I am getting pleasure when I go for the shopping	
	I would be happier when I could afford to buy more things	
	Shopping makes me confident	
	When I go for shopping then I feel myself something special	
O'Guinn and Faber 1992	I go to buy expensive things	
	I buy even if can't afford	
	I feel better after shopping	
	I do purchase sometime even if I do not any need	
Christenson et al., 1994; Dittmar et al., 2007; Faber et al., 1987	Sometime when I go to shopping and buy in excess than I feel guilty or ashamed	
	When I go to shopping and do purchased in excess, I feel anxious or angry	
	For me, shopping is a way to relieve stress	
Dittmar, H., & Drury, J. (2000)	I go for shopping because I want to become impressive in the eyes of others	
	I go for shopping to satisfy my strong inner push	
	I believe that costly shopping improve self-image	
Beatty and Ferrel (1998)	I buy more when I have more money available	Impulsive buying behaviour
	It's really true that money can buy happiness	
J. Vidhya, Dr. K. Tamizhjypthi (2014)	It is easy to for me to overspend when I shop with credit card	

	I end up being shop more when I have credit cards compared to shop with cash or cheque	
Sujata Khandai, Agrawal bhawna (2012)	I enter that shop which have attracting Eye catching window display	
Kerfoot, Davies & Ward (2003)	When I see a product that catches my eyes, I tend to buy without looking the whole section	
Kerfoot, Davies & Ward (2003)	When I walk along the corridor, I tend to look through the products close to me	
Kerfoot, Davies & Ward (2003)	I tend to try those products that catch my eye when I passed by	
Ronald J. Faber (2000)	If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy	
	When I see a special promotional sign, I go to look at the product and think to buy it	
	I like purchase when there is a sale for the products	
Tariq Jalees (2009)	I normally want to buy products after watching to my family or friends or by seeing others	
Dittmar, 2004; Joireman et al., 2010; O'Guinn and Faber, 1989; Raab et al., 2011; Roberts et al., 2014	I enjoy buying suddenly	
	When I see some product of my choice, I buy without considering the consequences	
	I feel a sense of excitement when I make impulse purchase	
	After I make an impulsive purchase, I feel regret	
Jens Nordfalt (2009)	I am that person who makes unplanned purchases	
	I avoid buying things that are not in my shopping list	
	When I see a good deal, I tend to buy more than I intended to buy	
Pasi Huovinen and Petri Rouvinen (2008)	I buy the product after watching advertisement of that product	
P. Desmet, V. RenaudinrIntern.(1998)	I intended to buy product after seeing layout, atmosphere, store type or support of salespersons	
Mowen and Minor,1998	When I have more time, then I do more impulsive shopping	
Millman (1982 and 86)	When I hear my favorite music in the store then i do more impulsively purchase	

Source: Developed by Researcher

Twenty-two items were finalized to measure compulsive buying based on the literature review and 23 items were finalized to measure impulsive buying. On 5-point Likert Scale, all items were evaluated ranging from 1 (= strongly disagree) to 5 (= strongly agreed). The rating scale used for the questionnaire is as follows:

Table 3.3 Scaling of the Questionnaire

Strongly disagree 1	Disagree 2	Nutral 3	Agree 4	Strongly agree 5

3.5 Pilot Study:

Prior to the data collection stage, a pilot study was performed. Malhotra and Das (2009), refers to pilot research as a questionnaire check on a small group of respondents in order to recognize and remove possible problems. The appropriateness of questionnaire questions including

question content, wording, order, type, and layout was tested. The pilot study was conducted in city Ahmedabad. Survey was performed in pilot sample of 85 respondents. Reliability of the questionnaire was tested with the use of Cronbach Alpha and confidence interval test.

3.5.1 Reliability of the Research Instrument:

Throughout the scale development process, the reliability check was performed to determine the accuracy of the scale and, if applicable, to purify the scale. Reliability is an indicator of how accurate the results are based on data collection and analysis methods. Therefore, reliability becomes more important when the questionnaire is a form of Likert since the definition is evaluated by several variables. (Saunders, Thornhill & Lewis, 2007)[10].

In Freeman's words (1965)[11] "The term reliability in psychological research has two closely related but very different connotations. First, it refers to the degree to which a test is internally consistent, that is to say, the accuracy of the results obtained in the test once given. In other words, how accurately does the test evaluate a given item? Furthermore, reliability refers to the degree to which a measurement system yields accurate test and retest results.

The Cronbach's alpha is commonly used to calculate instrument efficiency. The alpha calculation by Cronbach tells us how closely the elements in the questionnaire interrelate. (Pallant, August 2007)[12]. The alpha coefficient of Cronbach varies from 0 to 1 with a minimum of 0.6 while other tests suggest that anything above 0.7 suggests high levels of internal reliability (Hair et al., 2006)[13]. Nunnally (1978)[14] proposed an appropriate Alpha value of 0.7.

Table 3.4 Result of Reliability Test

Variables	Cronbach's Alpha	No of Items
Compulsive buying behaviour	0.883	22
Impulsive buying behaviour	0.912	23

Researcher used SPSS version 22.0 in this analysis to check reliability by means of the Cronbach alpha coefficient. Aplha value of 0.7 is used as a minimum agreed standard, as Nunnally (1978) suggested. External reliability was measured for 22 compulsive buying behaviour items and 23 impulsive buying behaviour items and Cronbach Alpha value for compulsive buying behaviour is 0.883 and 0.912 for impulsive buying behaviour. This finding indicates that the research instrument seems extremely accurate for the assessment of consumer compulsive and impulsive buying behaviour.

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CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

Section – A

Descriptive Statistics

The previous chapter deals with the research methodology which is followed by the study objective. This chapter focuses on data analysis based on the responses gathered from respondents who visited Gujarat's organized retail store. Data analyzing is the basis of the analysis inferences to be drawn. To draw inferences for the hypothesis it is necessary to use the right type of quantitative techniques.

This chapter is divided into two sections: Part A-Descriptive Statistics and Part B-Inferential Statistics. Descriptive statistics are used to define the basic data characteristics within a sample. They provide clear summaries of the sample and the effects. They form the basis of practically any quantitative data analysis along with basic graphics analysis.

Inferential statistics, based on the survey results, help draw conclusions for the population. The chapter deals with the analysis of the data obtained, and the inference reached using the interpretation of the data analyzed. Researcher has made an attempt to evaluate and interpret its findings by applying tools like SPSS 22 and AMOS 22 after collecting appropriate primary data. First, the researcher collected data by means of a formal questionnaire, then the data collected were entered in SPSS and analyzed using various statistical instruments.

Within this chapter the researcher's main emphasis is on data processing for achieving objectives. Researcher checks the entire hypothesis formulated in the preceding chapter. The researcher performs critical wise research to find the results. For evaluate the respondents' demographic profile (compulsive and impulsive buying behaviour of customers), cross tabulation and charting approach is adopted. Normality checking is performed to determine whether the data is naturally distributed or not, so that by applying either parametric or non-parametric tests, the researcher can go further with the study.

Review of exploratory variables is carried out to summarize and every results. The reduction of all the variables into factors is performed. It has also tested the reliability and validity of the data. ANOVA research is conducted to evaluate the correlation of various demographic

variables with customers' compulsive and impulsive purchasing behaviour. Confirmatory factor analysis is performed using SPSS AMOS software to determine the reliability and validity of the results.

4.1 Descriptive Statistics - Demographic Profile of Respondents

4.1.1 Sample Composition

The respondents were distributed from Gujarat's four cities – Ahmadabad, Surat, Vadodara, Rajkot and Mehsana (as shown in table 4.1) showing a fair representation of the urban population. Those who prefer purchasing from large retail stores, chosen as the sampling tool.

Table 4.1 Sample Composition

City	Samples	Percentage
Ahmedabad	300	31.6
Surat	200	21.0
Vadodara	150	15.8
Rajkot	150	15.8
Mehsana	150	15.8
Total	**950**	**100.0**

4.1.2 Overall Sample profile according to Demographic

Table 4.2 indicates the overall demographic profile of interviewees chosen for survey. The present study considered demographic variables such as gender, age, income, and marital status. Table 4.2 provides descriptions of each demographic variable.

Table 4.2 Demographic Profile

	Options	Frequency	Percentage
Gender	Male	530	55.8
	Female	420	44.2
	Total	950	100
	Options	**Frequency**	**Percentage**
Age	Below 20 years	82	8.6
	21-30 years	262	27.6
	31-40 years	380	40
	Above 40 years	226	23.8
	Total	950	100

Marital Status	**Options**	**Frequency**	**Percentage**
	Married	718	75.6
	Unmarried	232	24.4
	Total	950	100

Educational Qualification	**Options**	**Frequency**	**Percentage**
	Up to Schooling	85	8.9
	Up to Graduation	379	39.9
	Up to Post Graduation	363	38.2
	Professional / Doctoral Qualified	123	12.9
	Total	950	100

Occupation	**Options**	**Frequency**	**Percentage**
	Student	146	15.4
	Govt. Employee	110	11.6
	Private Employee	328	34.5
	Businessman	151	15.9
	Housewife (Home Maker)	184	19.4
	Retired and Others	31	3.3
	Total	950	100

Annual Aggregate income of the family	**Options**	**Frequency**	**Percentage**
	Less than 2 lacs	32	3.4
	2 lacs-4 lacs	145	15.3
	4 lacs-6 lacs	340	35.8
	More than 6 lacs	433	45.6
	Total	950	100

No of Children in the family	**Options**	**Frequency**	**Percentage**
	0	256	26.9
	1	317	33.4
	2	348	36.6
	3 or More than 3	29	3.1
	Total	950	100

	Options	Frequency	Percentage
No of members in the family	Up to 2	64	6.7
	3 to 4	493	51.9
	5 to 6	305	32.1
	More than 6	88	9.3
	Total	950	100

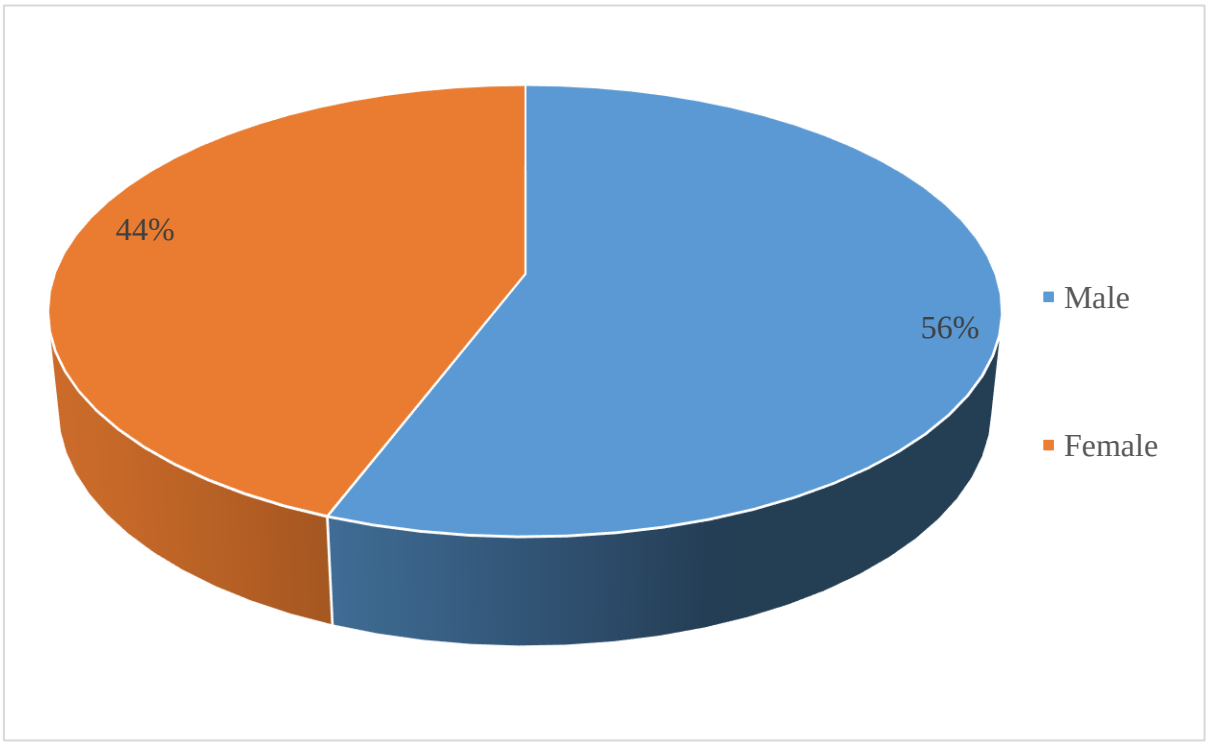
4.1.3 Gender based configuration.

Table 4.3 displays sample distribution as by various gender-based configuration. Table 4.3 and Figure 4.1 indicate 56% of respondents are male and 44 % are female. For further research, therefore, almost equal proportion of males and females are considered. This Composition helps gain valuable insights related to gender disparities in the compulsive and impulsive buying sense.

Table 4.3 Gender based configuration

Options	Frequency	Percentage
Male	530	55.8
Female	420	44.2
Total	950	100.0

Figure 4.1 Gender based configuration.



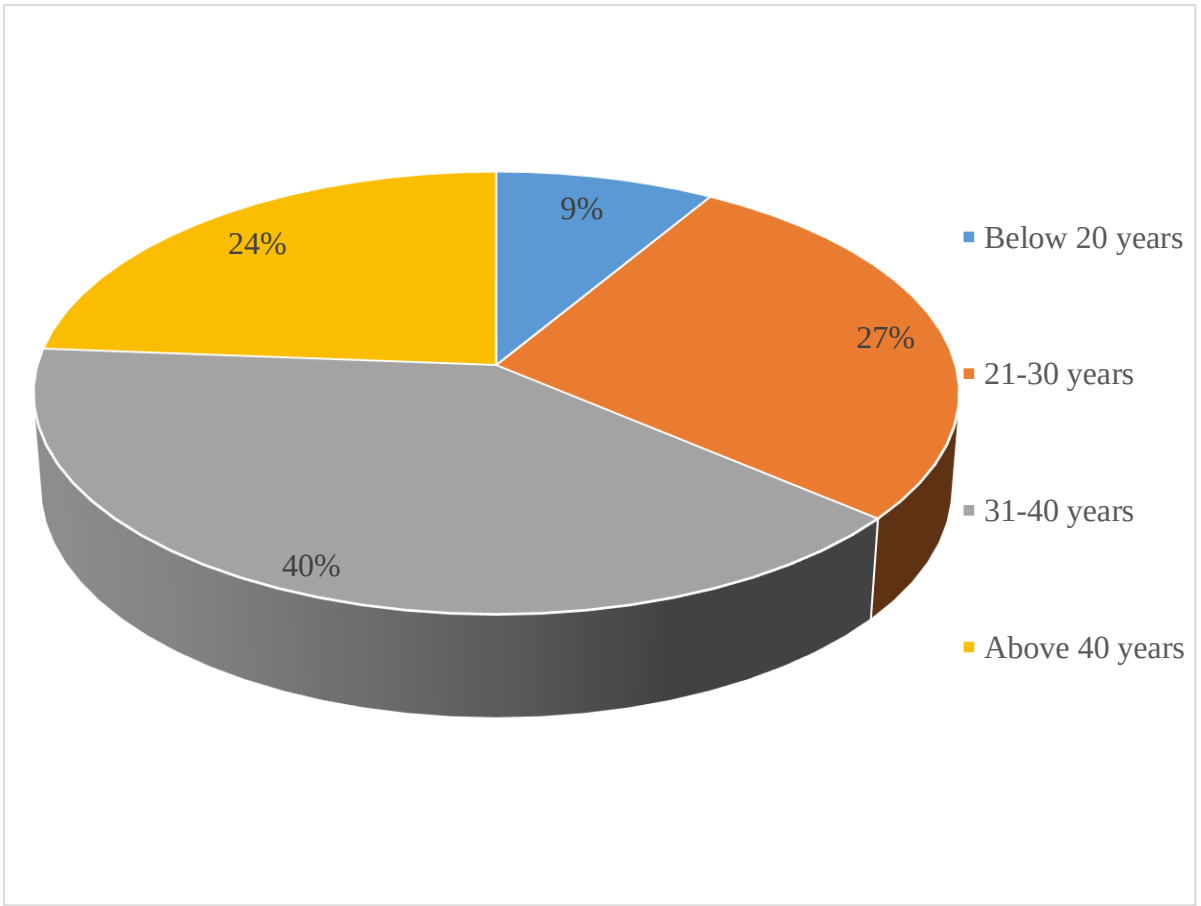
4.1.4 Age based configuration.

Table 4.4 and Figure 4.2 indicate 950 respondents in age wise configuration. Age band ranges from below 20 years to over 40 years. Respondents were grouped into four separate categories of age groups such as under 20 years, 21 to 30 years, 31 to 40 years, and > 40 years for further comparisons and statistical inferences. 9% of respondents surveyed from under 20 years of age, 27 % of respondents surveyed aged 21 to 30 years of age group. 40% of respondents were surveyed from the 31-40 age group and 24 % were surveyed from the > 40 age group. Young people tend to visit organized shopping mall compared to people of higher ages.

Table 4.4 Age based configuration

Options	Frequency	Percentage
Below 20 years	82	8.6
21-30 years	262	27.6
31-40 years	380	40.0
Above 40 years	226	23.8
Total	950	100.0

Figure 4.2 Age based configuration.



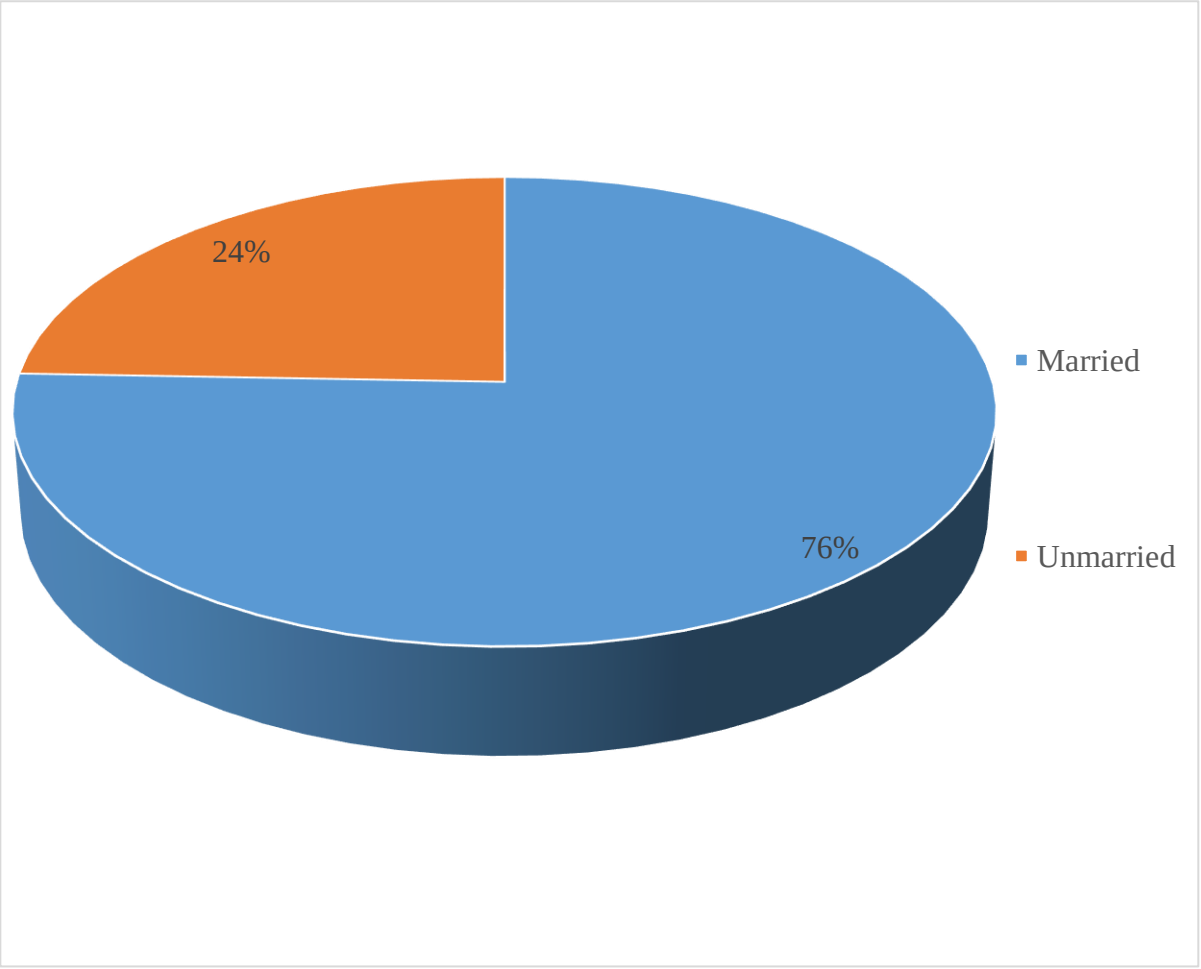
4.1.5 Marital Status based configuration.

In Table 4.5 and Figure 4.3, the configuration of the marital status of 950 respondents is given. 76 % of respondents are married, and 24 % of respondents are unmarried, as seen in the pie chart.

Table 4.5 Marital Status based configuration

Options	Frequency	Percentage
Married	718	75.6
Unmarried	232	24.4
Total	950	100.0

Figure 4.3 Marital Status based configuration.

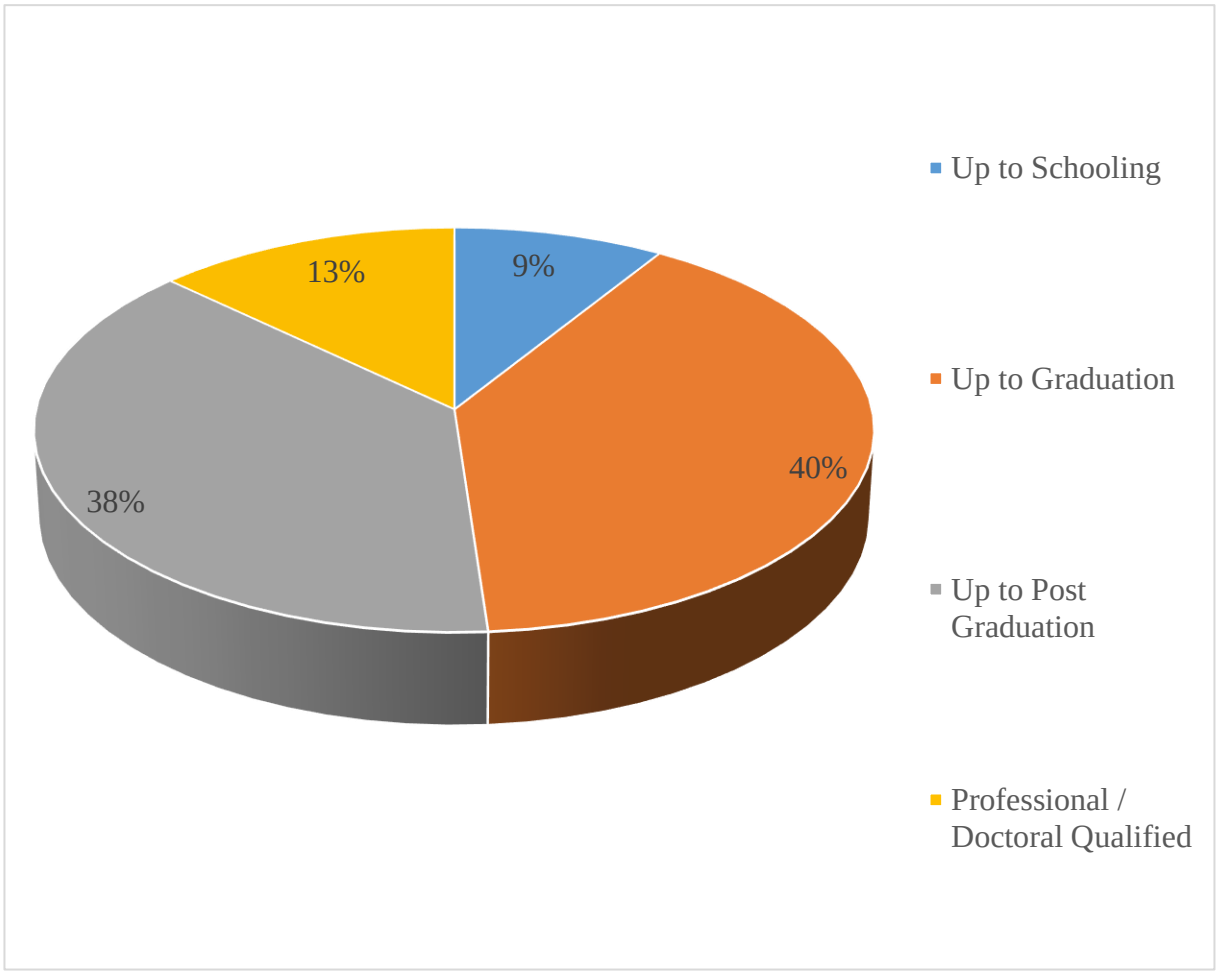


4.1.6 Educational Qualification based configuration.

The structure of 950 respondents' education credentials is illustrated in Table 4.6 and Figure 4.4. As shown in the pie map, 9% of respondents are from up to school level education, 40% of respondents completed their graduation, 38% of respondents completed their post-graduation and 13% of respondents completed their professional or doctoral qualified.

Table 4.6 Educational Qualification based configuration		
Options	**Frequency**	**Percentage**
Up to Schooling	85	8.9
Up to Graduation	379	39.9
Up to Post Graduation	363	38.2
Professional / Doctoral Qualified	123	12.9
Total	950	100.0

Figure 4.4 Educational Qualification based configuration.

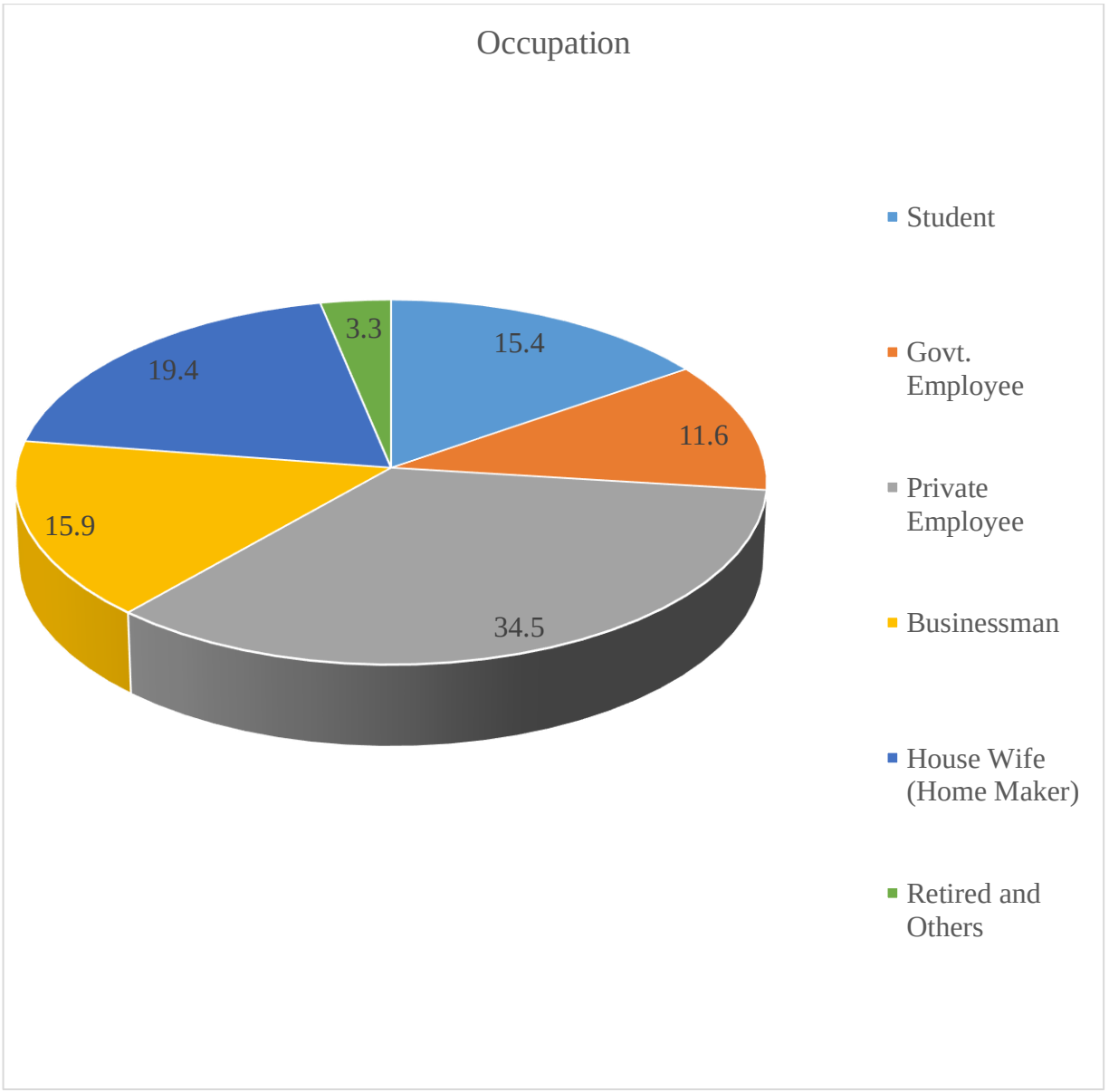


4.1.7 Occupation based configuration.

Table 4.7 and Figure 4.5 define the occupancy configuration of 950 respondents. As seen in the pie map, 15 % respondents were graduates, 12% respondents were government employees, 35 % respondents were private workers, 16 %respondents were entrepreneurs, 19% were housewives and 3 % were retired and others.

Table 4.7 Occupation based configuration		
Options	**Frequency**	**Percentage**
Student	146	15.4
Govt. Employee	110	11.6
Private Employee	328	34.5
Businessman	151	15.9
Housewife (Home Maker)	184	19.4
Retired and Others	31	3.3
Total	950	100.0

Figure 4.5 Occupation based configuration.



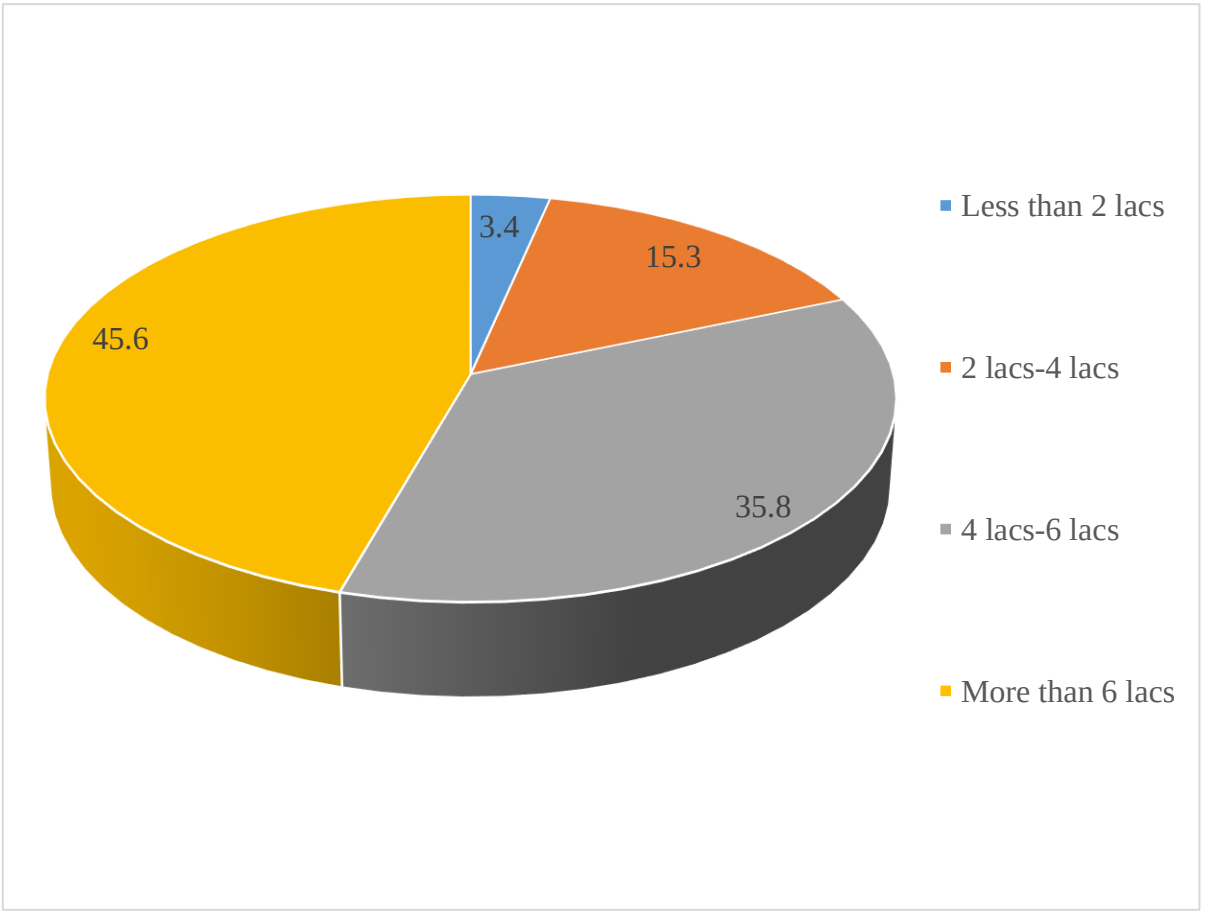
4.1.8 Annual Aggregate income of the family-based configuration.

Configuration on the basis of the income level of 950 respondents is given in Table 4.8 and Figure 4.6. Income category divided into 4 groups such as income below 2 lacs, 2 to 4 lacs, 4 to 6 lacs and more than 6 lacs. As seen in the pie chart, income classes with an annual income of less than 2 lacs represent just 3.4 % of total respondents. Respondents in income levels from 2-4 lacs add up to about 15.3% of the study. Respondents in income groups from 4 to 6 lacs add up to approximately 35.8 per cent of the study. Respondents' annual aggregate income of the family more than 6 lacs are 45.6%.

Table 4.8 Annual Aggregate income of the family based configuration

Options	Frequency	Percentage
Less than 2 lacs	32	3.4
2 lacs-4 lacs	145	15.3
4 lacs-6 lacs	340	35.8
More than 6 lacs	433	45.6
Total	950	100.0

Figure 4.6 Annual Aggregate income of the family-based configuration.



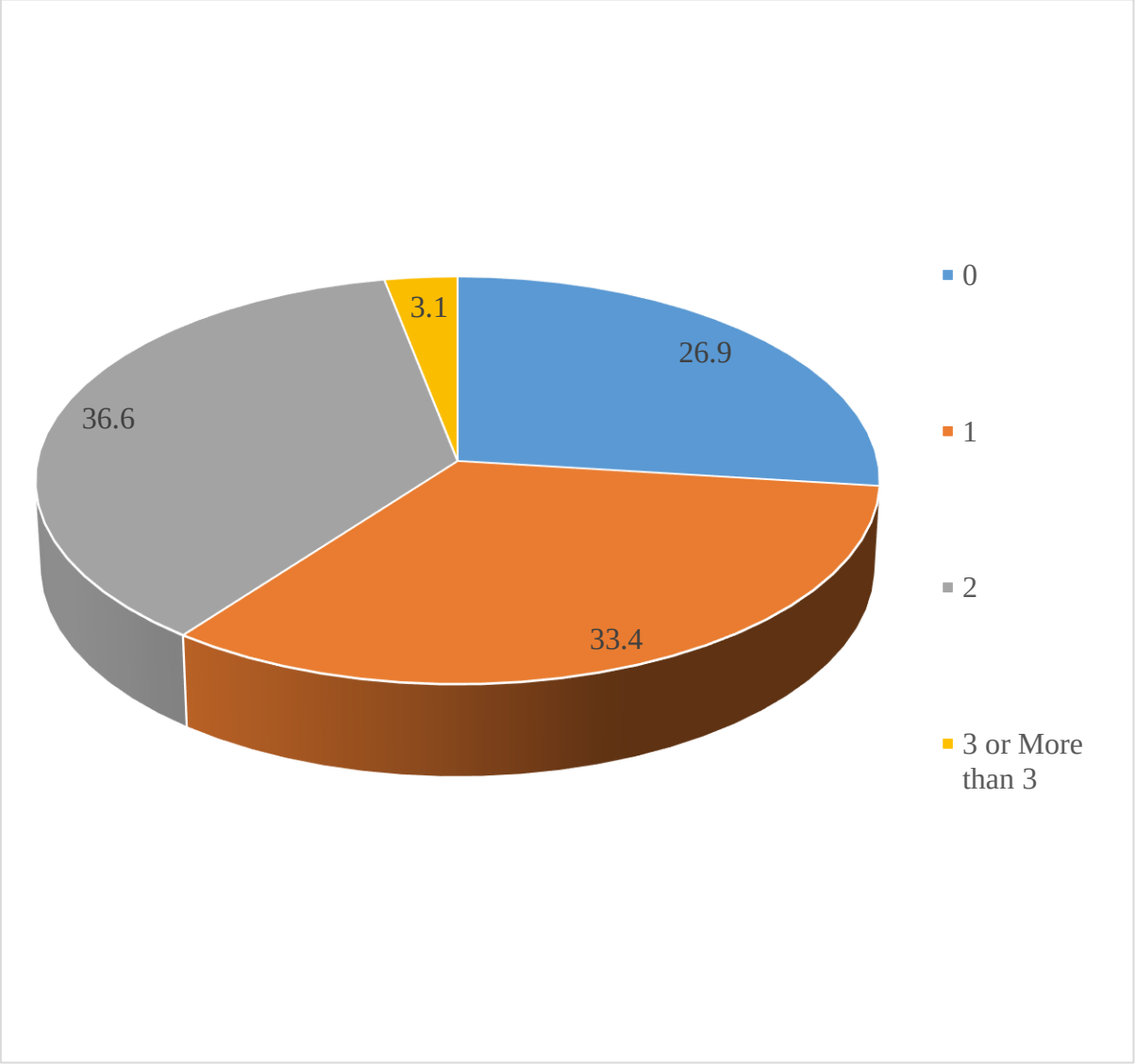
4.1.9 No of children in the family-based configuration.

Table 4.9 and Figure 4.7 mention no children in the 950 respondents' family-level configuration. 26.9 % of respondents do not have children in their families, 33.4 % have one child in their families, 36.6 % have two children in their families and only 3.1 % have three or more children in their families.

Table 4.9 No of Children in the family-based configuration

Options	Frequency	Percentage
0	256	26.9
1	317	33.4
2	348	36.6
3 or More than 3	29	3.1
Total	950	100.0

Figure 4.7 No of Children in the family-based configuration.



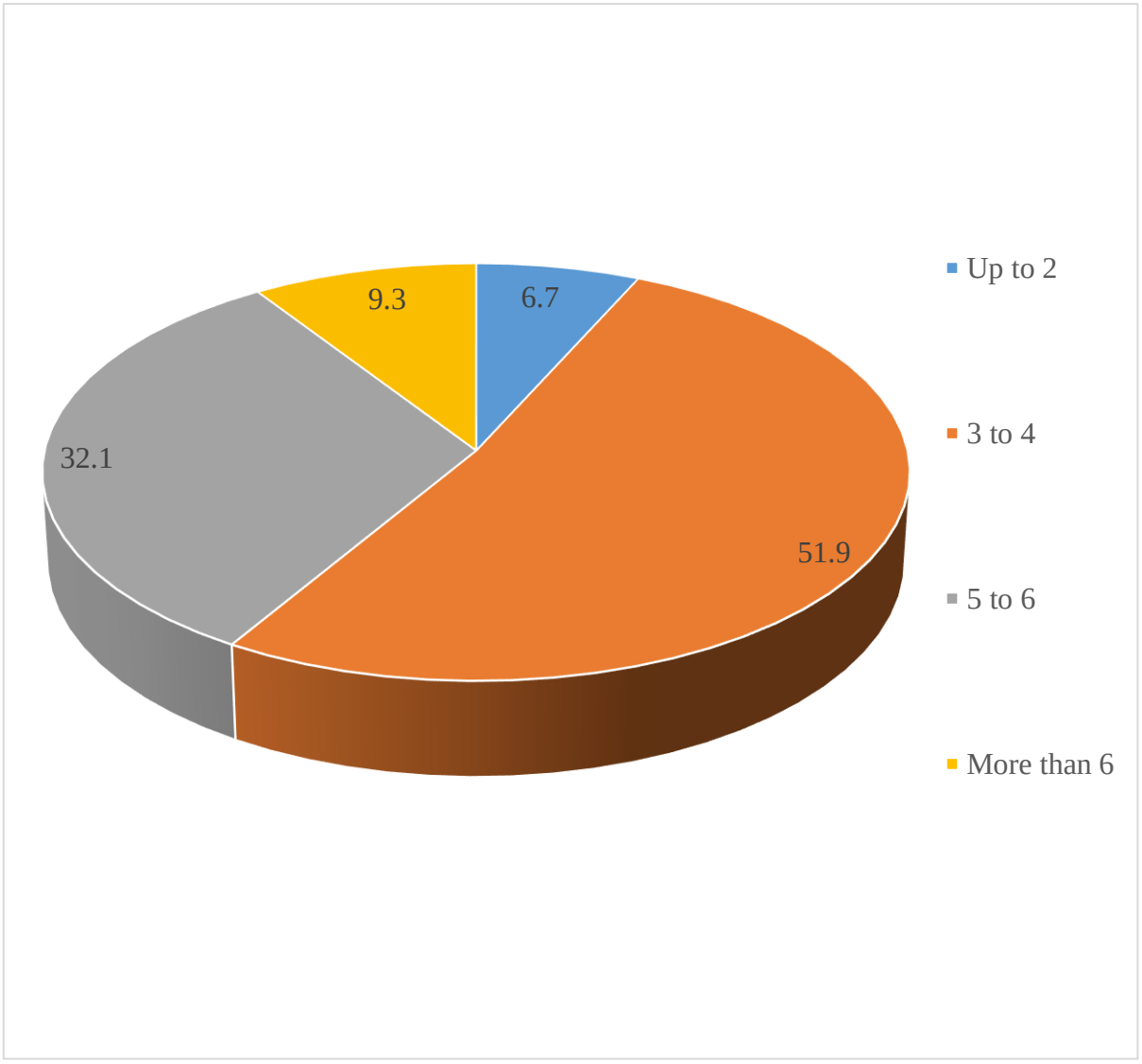
4.1.10 No of members in the family-based configuration.

Table 4.10 and Figure 4.8 mention no members in the 950 respondents' family-level configuration. 6.7% of respondents have up to two family members, 51.9 % have three to four family members, 32.1% have five to six family members and only 9.3% have more than six family members.

Table 4.10 No of members in the family-based configuration

Options	Frequency	Percentage
Up to 2	64	6.7
3 to 4	493	51.9
5 to 6	305	32.1
More than 6	88	9.3
Total	950	100.0

Figure 4.8 No of members in the family-based configuration.



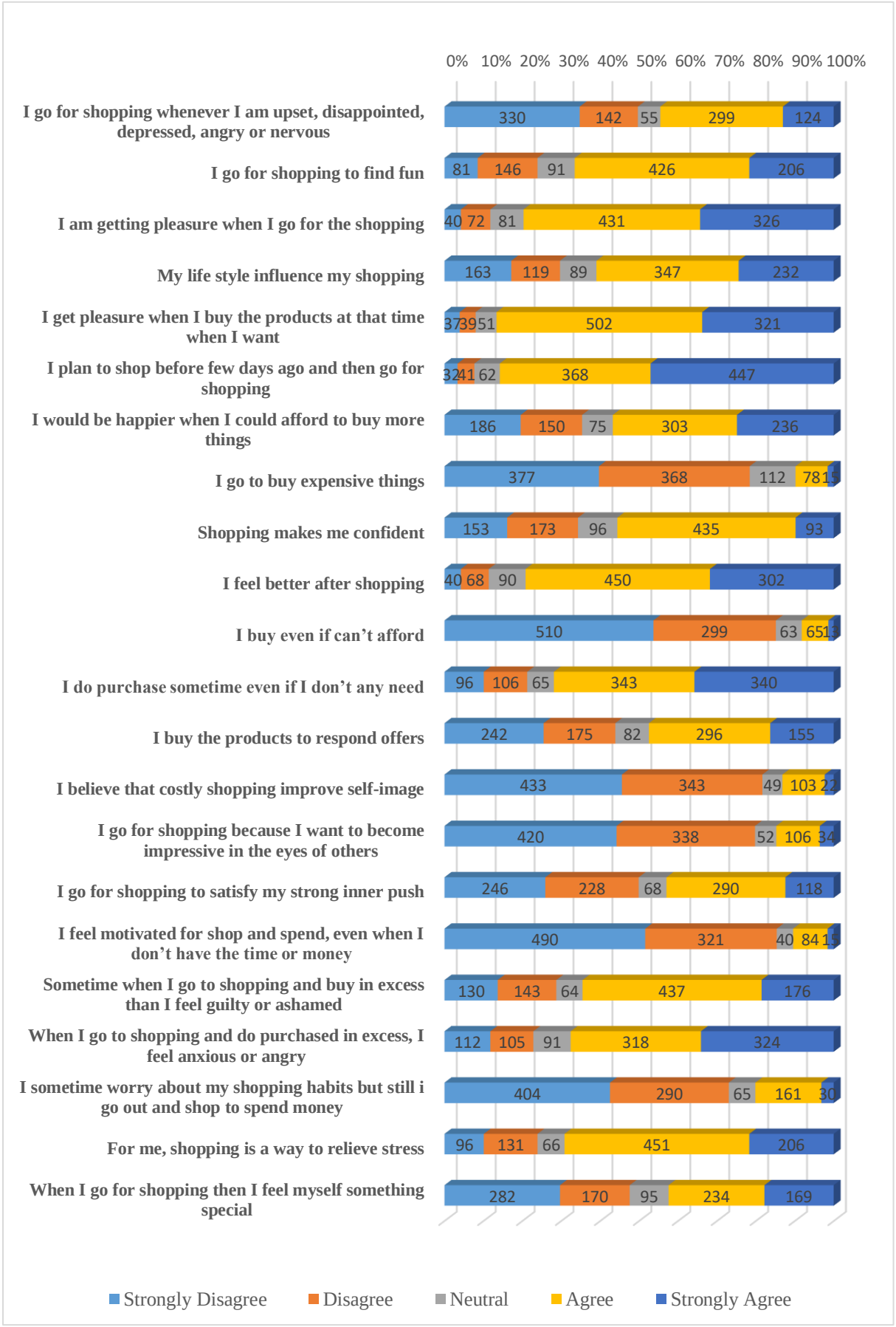
4.1.11 Frequency distribution of Compulsive buying behaviour.

Table 4.11 Frequency distribution of Compulsive buying behaviour						
Variables	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	**Total**
I go for shopping whenever I am upset, disappointed, depressed, angry, or nervous	330	142	55	299	124	950
I go for shopping to find fun	81	146	91	426	206	950
I am getting pleasure when I go for the shopping	40	72	81	431	326	950
My lifestyle influences my shopping	163	119	89	347	232	950
I get pleasure when I buy the products at that time when I want	37	39	51	502	321	950
I plan to shop before few days ago and then go for shopping	32	41	62	368	447	950
I would be happier when I could afford to buy more things	186	150	75	303	236	950
I go to buy expensive things	377	368	112	78	15	950
Shopping makes me confident	153	173	96	435	93	950
I feel better after shopping	40	68	90	450	302	950
I buy even if cannot afford	510	299	63	65	13	950
I do purchase sometime even if I do not any need	96	106	65	343	340	950
I buy the products to respond offers	242	175	82	296	155	950
I believe that costly shopping improve self-image	433	343	49	103	22	950

I go for shopping because I want to become impressive in the eyes of others	420	338	52	106	34	950
I go for shopping to satisfy my strong inner push	246	228	68	290	118	950
I feel motivated for shop and spend, even when I do not have the time or money	490	321	40	84	15	950
Sometime when I go to shopping and buy in excess than I feel guilty or ashamed	130	143	64	437	176	950
When I go to shopping and do purchased in excess, I feel anxious or angry	112	105	91	318	324	950
I sometime worry about my shopping habits but still i go out and shop to spend money	404	290	65	161	30	950
For me, shopping is a way to relieve stress	96	131	66	451	206	950
When I go for shopping then I feel myself something special	282	170	95	234	169	950

Source: Primary Data

Figure: 4.9 Frequency distribution of Compulsive buying behaviour



Source: Primary Data

Compulsive buying behaviour consisted of 22 variables of them 447 of 950 respondents were strongly agreed that 'I plan to shop before few days ago and then I go shopping' while purchasing of the products followed by 'I do purchase sometime even if I don't any need' (340 of 950 respondents).

4.1.12 Frequency distribution of Impulsive buying behaviour.

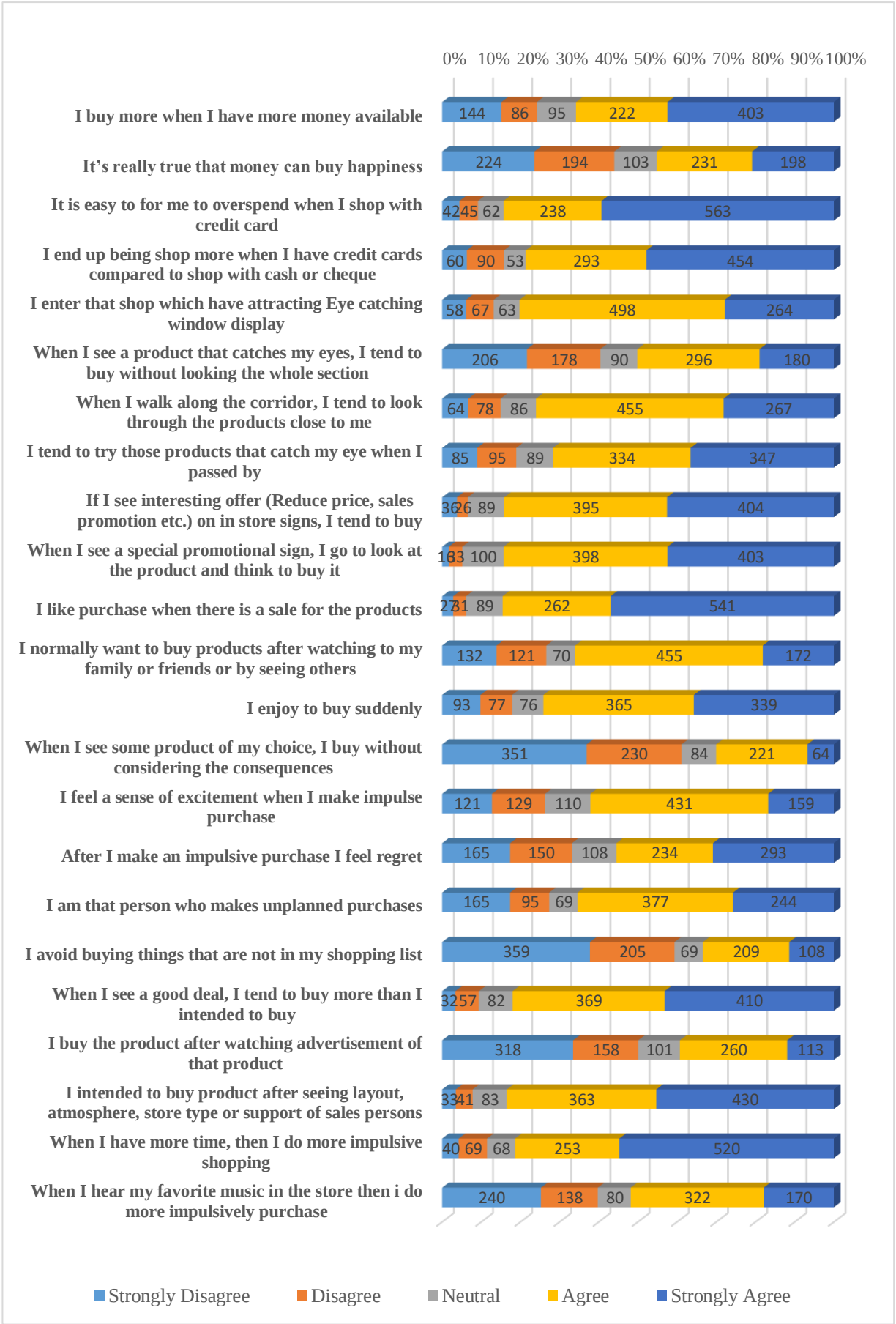
Table 4.12 Frequency distribution of Impulsive buying behaviour

Variables	Strongly Disagree	Dis-agree	Neutral	Agree	Strongly Agree	Total
I buy more when I have more money available	144	86	95	222	403	950
It is really true that money can buy happiness	224	194	103	231	198	950
It is easy to for me to overspend when I shop with credit card	42	45	62	238	563	950
I end up being shop more when I have credit cards compared to shop with cash or cheque	60	90	53	293	454	950
I enter that shop which have attracting Eye catching window display	58	67	63	498	264	950
When I see a product that catches my eyes, I tend to buy without looking the whole section	206	178	90	296	180	950
When I walk along the corridor, I tend to look through the products close to me	64	78	86	455	267	950
I tend to try those products that catch my eye when I passed by	85	95	89	334	347	950
If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy	36	26	89	395	404	950
When I see a special promotional sign, I go to look at the product and think to buy it	16	33	100	398	403	950

I like purchase when there is a sale for the products	27	31	89	262	541	950
I normally want to buy products after watching to my family or friends or by seeing others	132	121	70	455	172	950
I enjoy buying suddenly	93	77	76	365	339	950
When I see some product of my choice, I buy without considering the consequences	351	230	84	221	64	950
I feel a sense of excitement when I make impulse purchase	121	129	110	431	159	950
After I make an impulsive purchase, I feel regret	165	150	108	234	293	950
I am that person who makes unplanned purchases	165	95	69	377	244	950
I avoid buying things that are not in my shopping list	359	205	69	209	108	950
When I see a good deal, I tend to buy more than I intended to buy	32	57	82	369	410	950
I buy the product after watching advertisement of that product	318	158	101	260	113	950
I intended to buy product after seeing layout, atmosphere, store type or support of salespersons	33	41	83	363	430	950
When I have more time, then I do more impulsive shopping	40	69	68	253	520	950
When I hear my favorite music in the store then i do more impulsively purchase	240	138	80	322	170	950

Source: Primary Data

Figure: 4.10 Frequency distribution of Impulsive buying behaviour



Source: Primary Data

Impulsive buying behaviour consisted of 23 variables, of which 563 out of 950 respondents strongly agreed that 'It is easy to for me to overspend when I shop with credit card' when purchasing products followed by ''I like purchase when there is a sale for the products' (541 out of 950 respondents).

OBJECTIVE: 1

To study the buying behaviour of consumers towards purchasing of FMCG products from retail malls.

4.2 Buying behaviour of Consumers towards Purchasing of FMCG Products from Retail Malls

Researcher have asked various questions to find out buying behaviour of consumers towards purchasing of FMCG products like preference of retail mall for buying FMCG products, no of time to visit mall in a month, no of time they spent in the mall, whether they purchases the products which they didn't plan, rupees spent on last impulsive purchase, major source behind spending buying, no of times they buy products compulsively or impulsively, Family members who go to buy products and Family members who take decision to buy products.

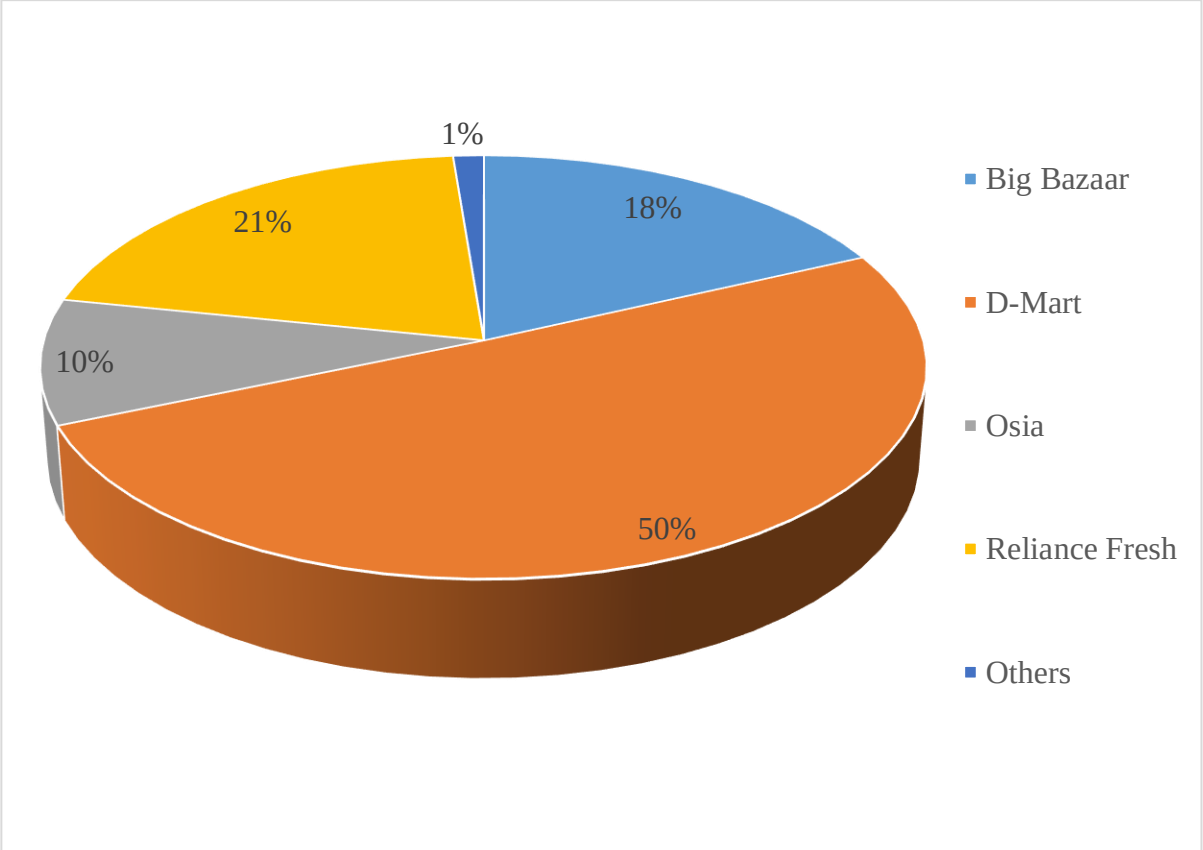
4.2.1 Preference of retail mall for buying FMCG products.

Preference of retail mall for buying FMCG products by 950 respondents is mentioned in Table 4.11 and Figure 4.9. 18% respondents have purchased products from Big Bazzar, 50% respondents have purchased products from D Mart, 10 % respondents have purchased products from Osia, 21 % % respondents have purchased products from Reliance fresh and only 1% respondents have purchased products from other mall like Vishal mega mart, Patanjali store etc. Respondents have given preference to D Mart more compared to other mall because D Mart is situated in every city.

Table 4.13 Preference of retail mall for buying FMCG products

Options	Frequency	Percentage
Big Bazaar	172	18.1
D-Mart	480	50.5
Osia	91	9.6
Reliance Fresh	195	20.5
Others	12	1.3
Total	950	100.0

Figure 4.11 Preference of retail mall for buying FMCG products.



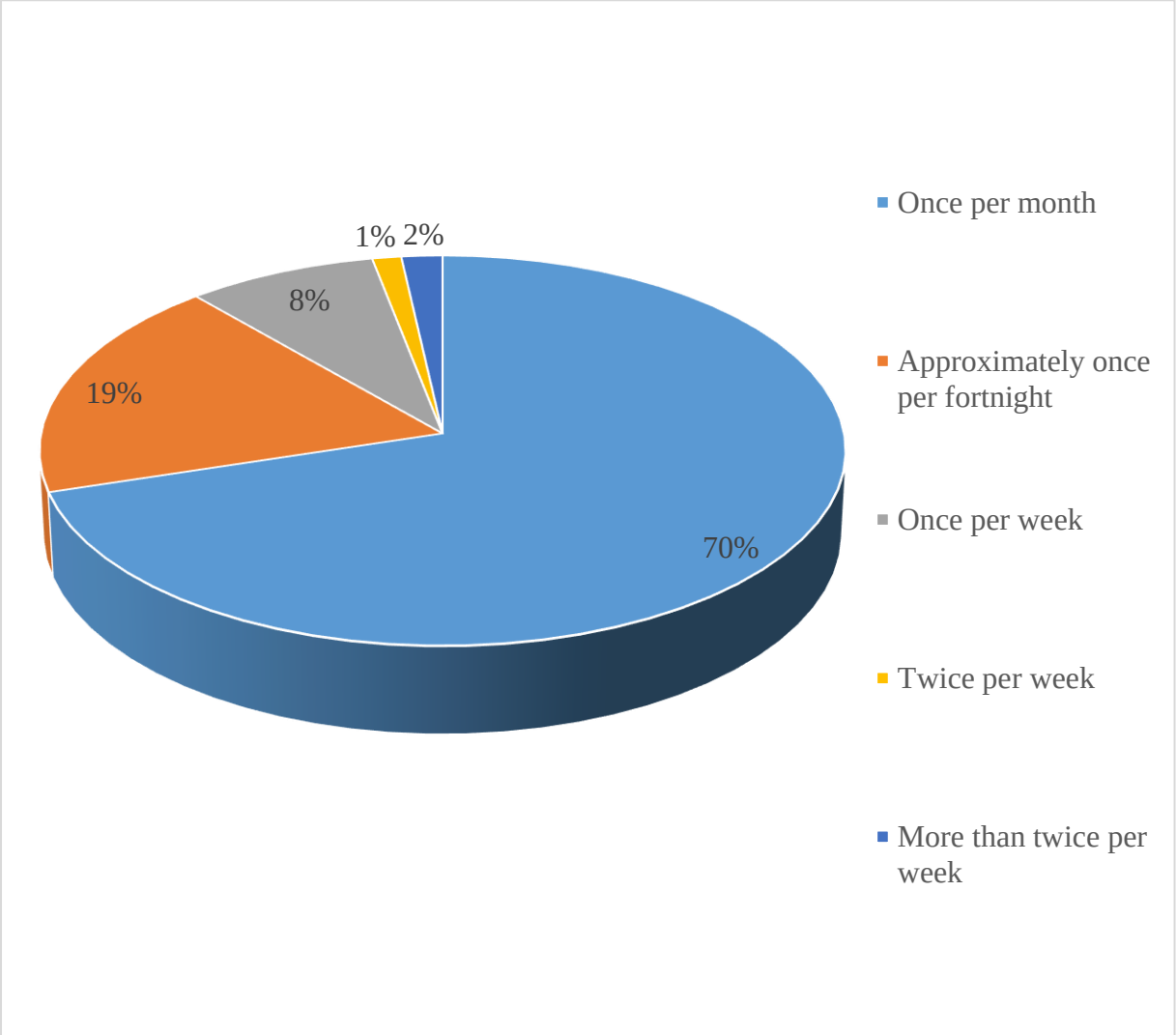
4.2.2 Number of times to visit mall.

Number of times to visit mall by 950 respondents is mentioned in Table 4.12 and Figure 4.10. 70% respondents have purchased products once in a month, 19 % respondents have purchased products approximately one per fortnight, 8 % respondents have purchased products once per week, 1 % % respondents have purchased products twice per week and 2% respondents have purchased products more than twice per week. Majority of respondents purchased products once per month. Generally, they prepared list for the shopping and go to buy the products from which they have selected.

Table 4.14 Number of times to visit mall

Options	Frequency	Percentage
Once per month	667	70.2
Approximately once per fortnight	175	18.4
Once per week	79	8.3
Twice per week	12	1.3
More than twice per week	17	1.8
Total	950	100.0

Figure 4.12 Number of times to visit mall.



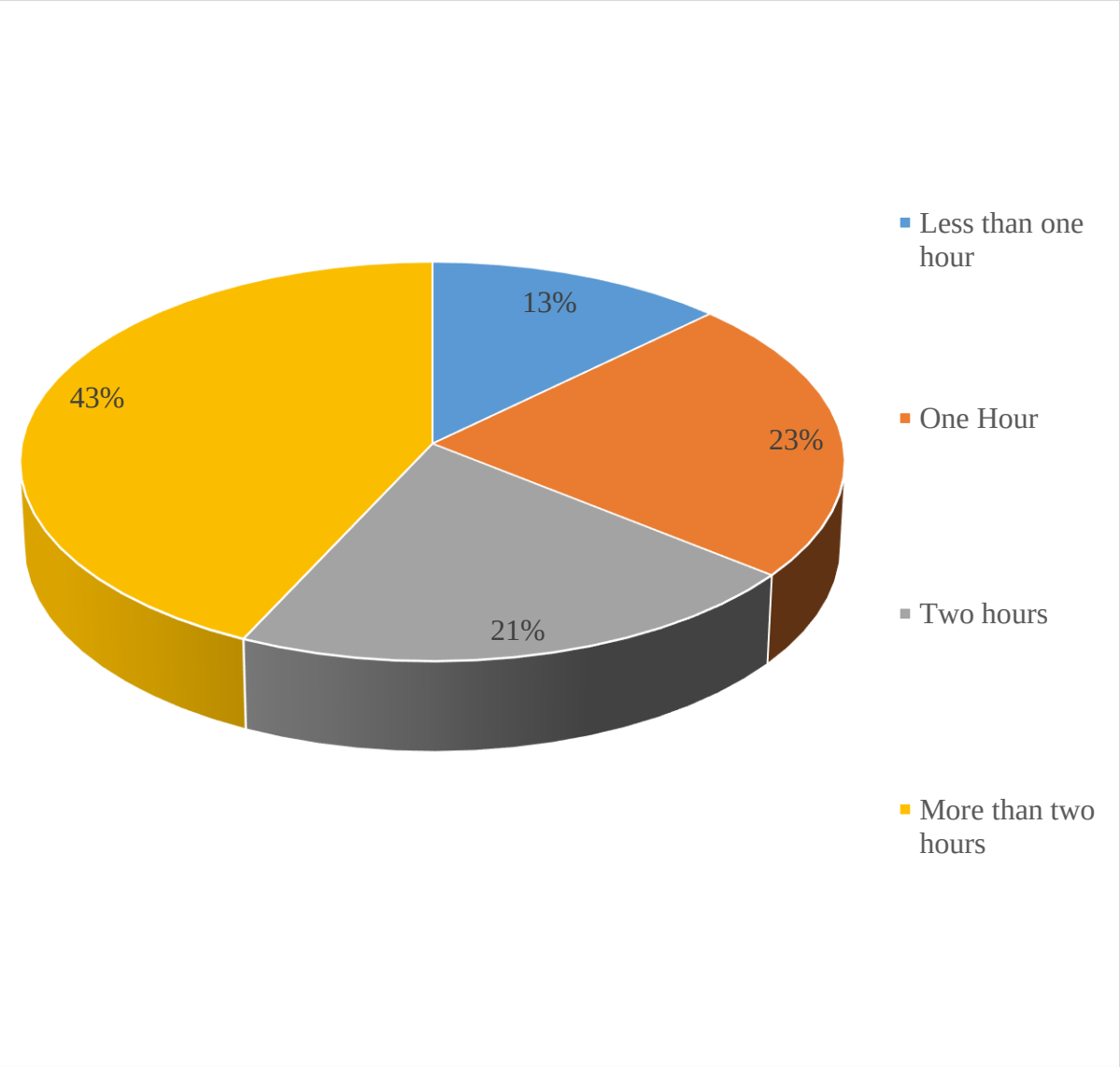
4.2.3 Time spend in mall.

Time spend in mall by 950 respondents is mentioned in Table 4.13 and Figure 4.11. 13% respondents have spent less than one hour in the mall, 23% respondents have spent approximately one hour in the mall, 21% respondents have spent approximately two hour in the mall, and 43% respondents have spent more than two hour in the mall. Majority of respondents have spent more than two hours for shopping of day-to-day FMCG products.

Table 4.15 Time spend in mall

Options	Frequency	Percentage
Less than one hour	121	12.7
One Hour	219	23.1
Two hours	201	21.2
More than two hours	409	43.1
Total	950	100.0

Figure 4.13 Time spend in mall.



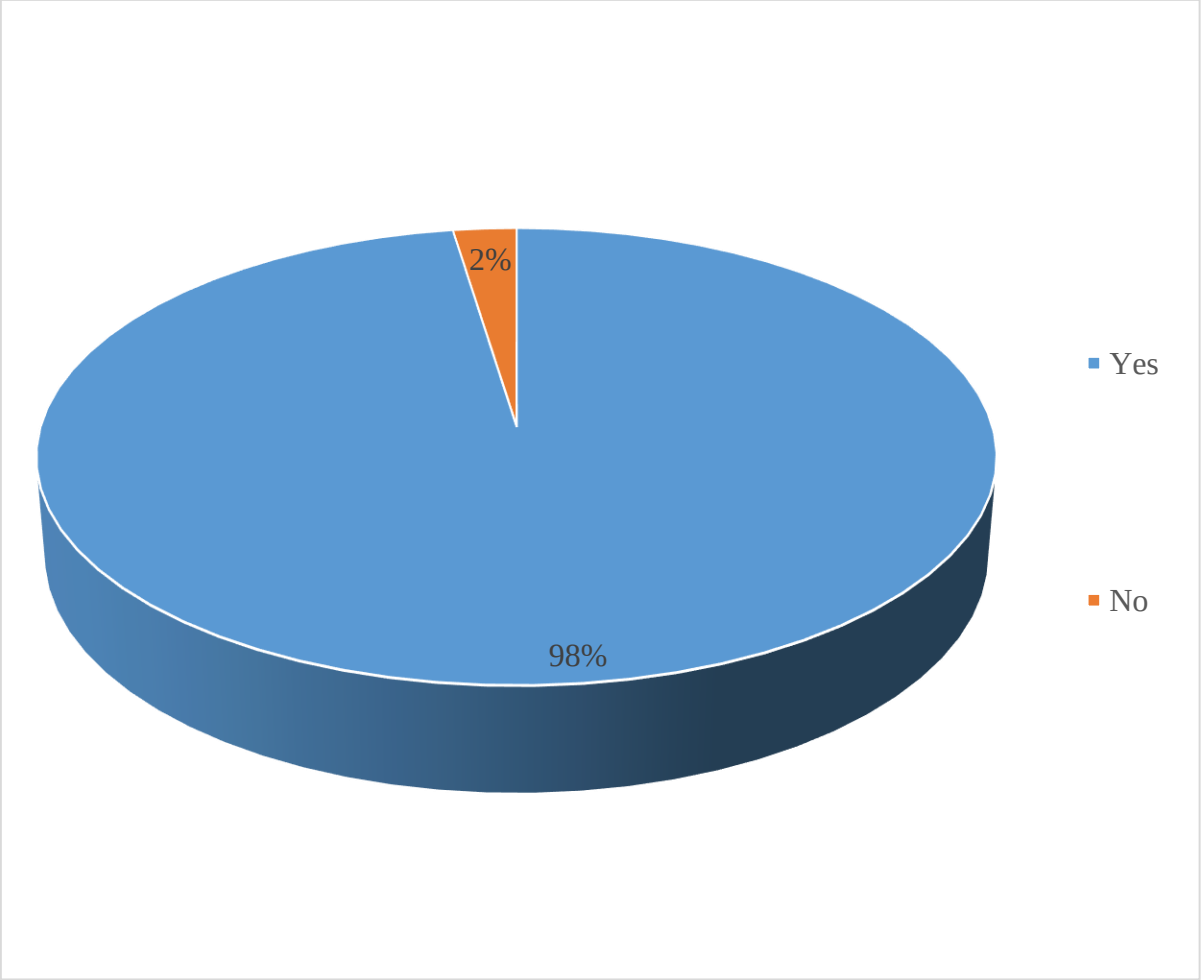
4.2.4 Purchase unplanned products

Purchase unplanned products by 950 respondents is mentioned in Table 4.14 and Figure 4.12. 98% respondents have purchased products which they did not plan and only 2% respondents have not purchased products which they did not plan. Majority of respondents have purchased products from the mall which were not in their shopping list.

Table 4.16 Purchase unplanned products

Options	Frequency	Percentage
Yes	927	97.6
No	23	2.4
Total	950	100.0

Figure 4.14 Purchase unplanned products



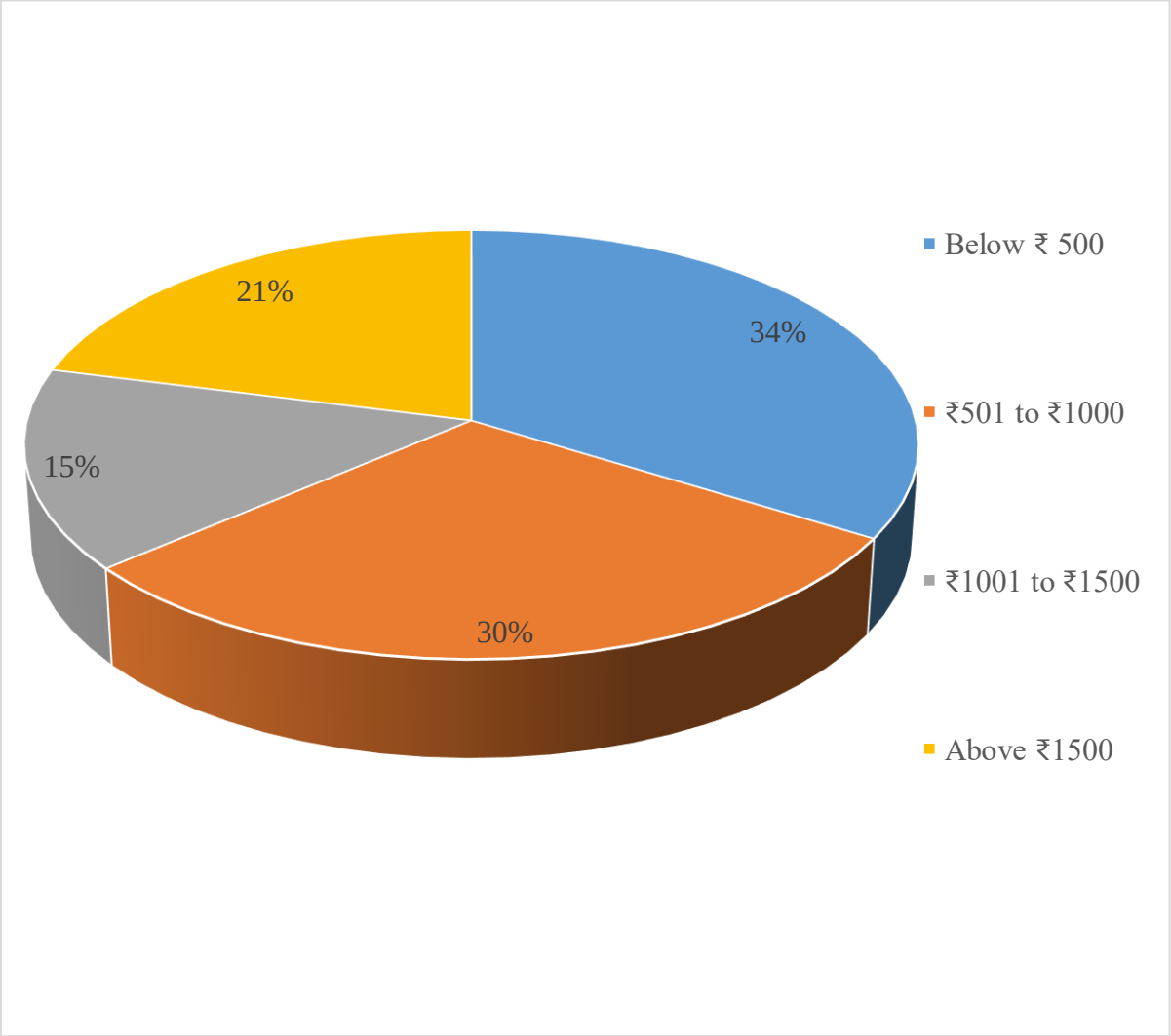
4.2.5 Average amount to spend in Impulsive Purchase.

Average amount to spend in impulsive purchase by 950 respondents is mentioned in Table 4.15 and Figure 4.13. 34% respondents have spent less than ₹500 in impulsive purchase, 30% respondents have spent between ₹501 to ₹1000 in impulsive purchase, 15% respondents have spent between ₹1001 to ₹1500 in impulsive purchase and 21% respondents have spent between more than ₹1500 in impulsive purchase.

Table 4.17 Average amount to spend in Impulsive Purchase

Options	Frequency	Percentage
Below ₹500	321	33.8
₹501 to ₹1000	285	30.0
₹1001 to ₹1500	144	15.2
Above ₹1500	200	21.1
Total	950	100.0

Figure 4.15 Average amount to spend in Impulsive Purchase.



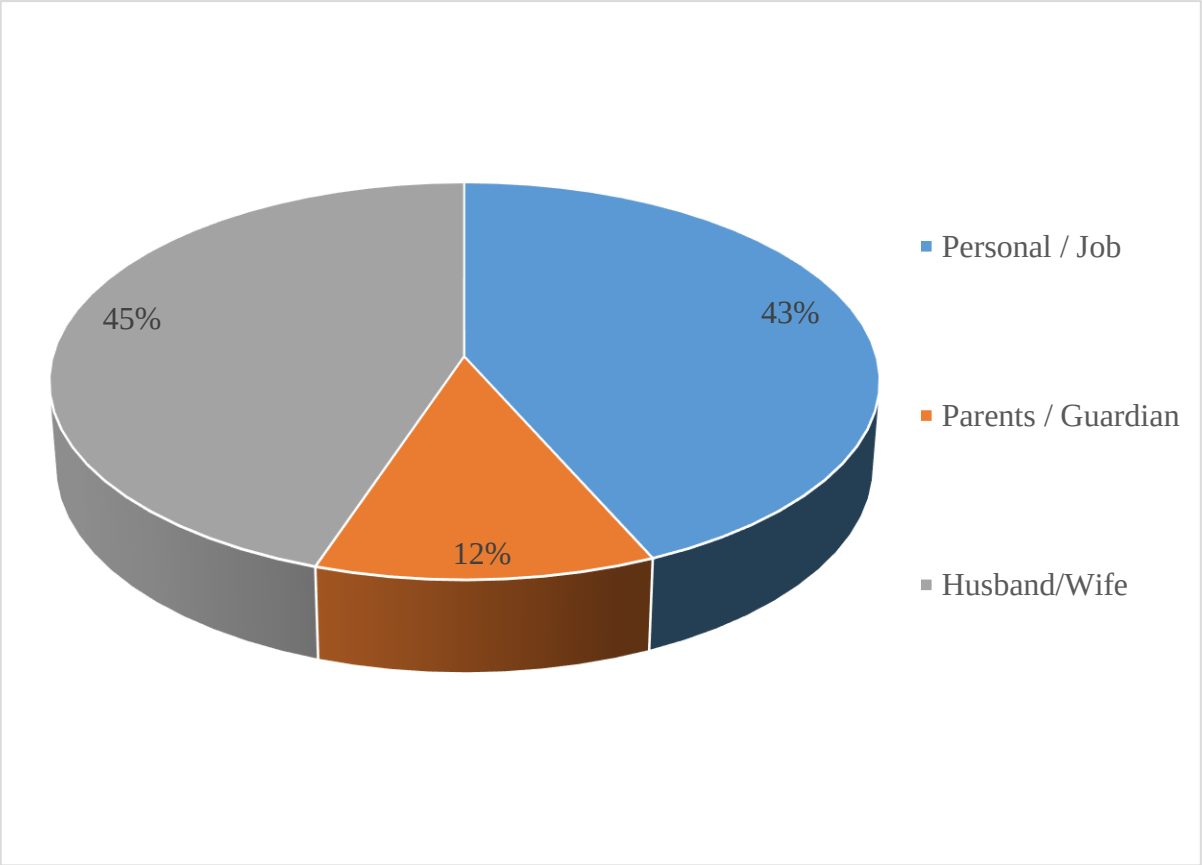
4.2.6 Main Source of buying products.

Main Source of buying products by 950 respondents is mentioned in Table 4.16 and Figure 4.14. 43% respondents have preferred that personal or job were main source of buying products, 12% respondents have preferred that parents or guardian were main source of buying products and 45% respondents have preferred that husband or wife were main source of buying products.

Table 4.18 Main Source of buying products

Options	Frequency	Percentage
Personal / Job	412	43.4
Parents / Guardian	112	11.8
Husband/Wife	426	44.8
Total	950	100.0

Figure 4.16 Main Source of buying products.



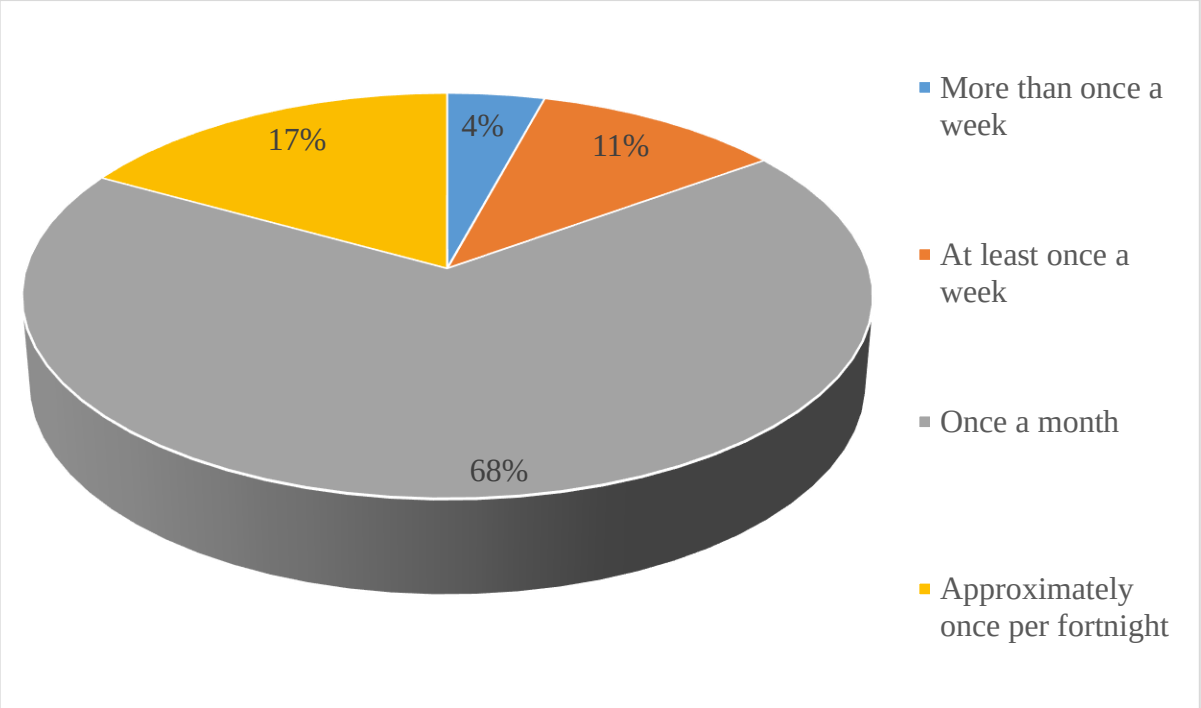
4.2.7 Visit a mall for compulsive or impulsive buying.

Visit a mall for compulsive or impulsive buying by 950 respondents is mentioned in Table 4.17 and Figure 4.15. 4% respondents have preferred that they were go for compulsive or impulsive buying more than once in a week, 11% respondents have preferred that they were go for compulsive or impulsive buying at least once a week, 68% respondents have preferred that they were go for compulsive or impulsive buying once a month and 17% respondents have preferred that they were go for compulsive or impulsive buying approximately one per fortnight.

Table 4.19 Visit a mall for compulsive or impulsive buying

Options	Frequency	Percentage
More than once a week	40	4.2
At least once a week	103	10.8
Once a month	646	68.0
Approximately once per fortnight	161	16.9
Total	950	100.0

Figure 4.17 Visit a mall for compulsive or impulsive buying.



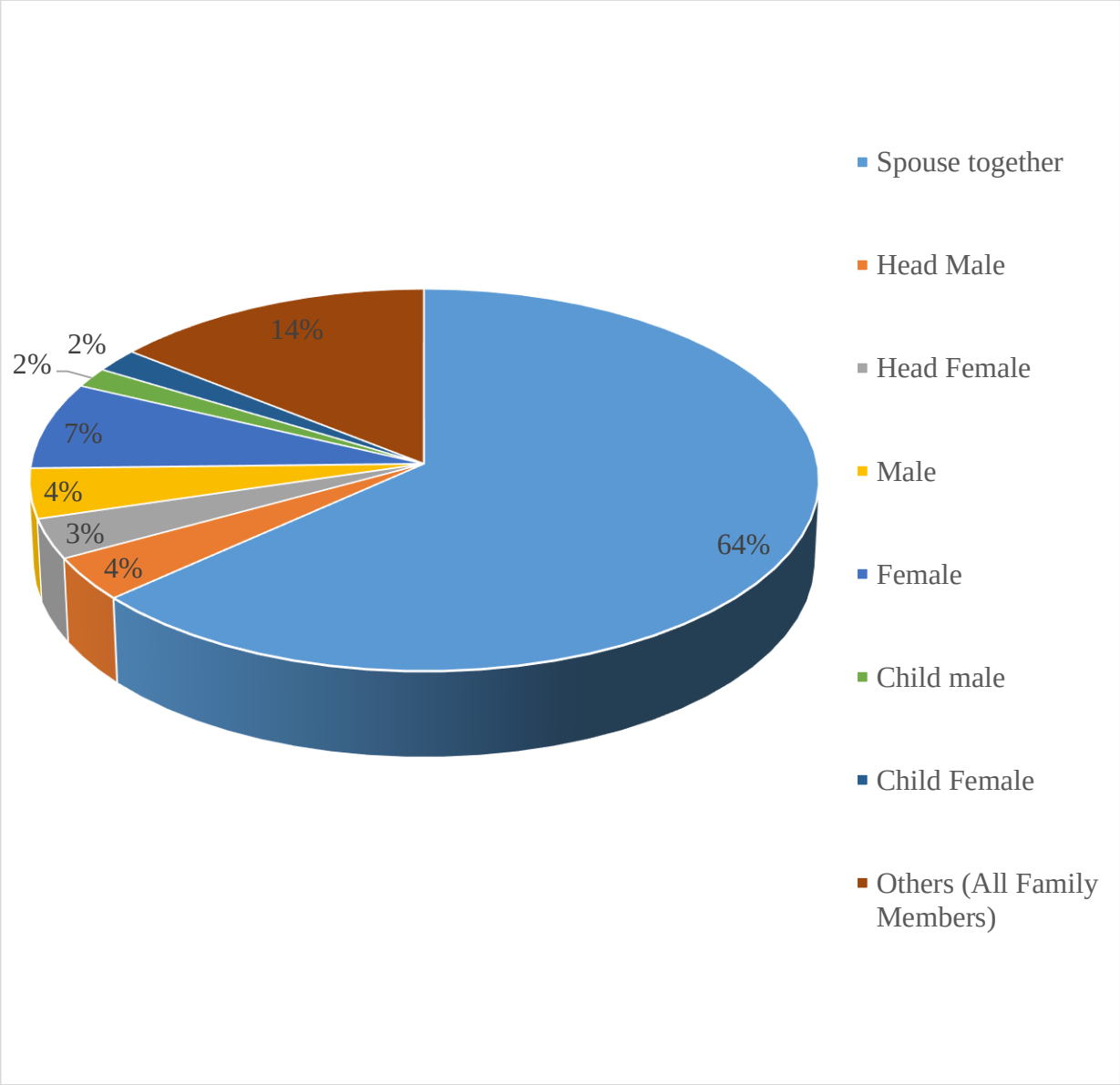
4.2.8 Accumulating members during mall visit

Accumulating members during mall visit by 950 respondents is mentioned in Table 4.18 and Figure 4.16. 63.37 % respondents have preferred that they are going for shopping with their spouse, 3.68 % respondents have preferred that Head male go for shopping, 3.37 % respondents have preferred that only Head female go for shopping, 4.21 % respondents have preferred that only Male go for shopping, 7.37 % respondents have preferred that only Female go for shopping, 1.68 % respondents have preferred that Child male go for shopping, 2 % respondents have preferred that Child female go for shopping and 14.32 % respondents have preferred that all family members together are going for shopping.

Table 4.20 Accumulating members during mall visit

Options	Frequency	Percentage
Spouse together	602	63.37
Head Male	35	3.68
Head Female	32	3.37
Male	40	4.21
Female	70	7.37
Child male	16	1.68
Child Female	19	2.00
Others (All Family Members)	136	14.32
Total	950	100.0

Figure 4.18 Accumulating members during mall visit

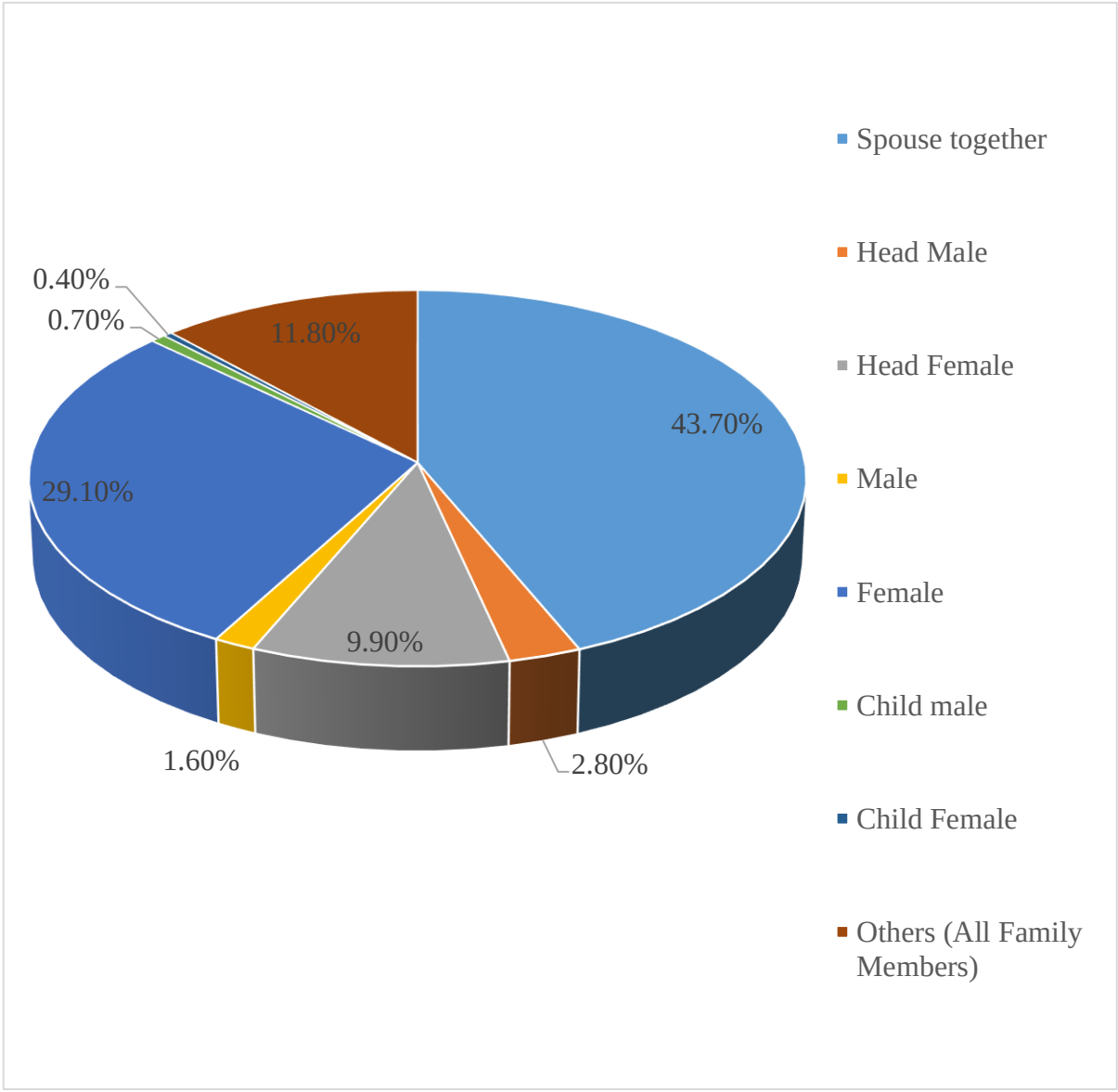


4.2.9 Influence of family members for buying products.

Influence of family members for buying products configuration of 950 respondents is mentioned in Table 4.19 and Figure 4.17. 43.70 % respondents have preferred that spouse together take decision to buy the products, 2.80 % respondents have preferred that Head male takes decision to buy the products, 9.90 % respondents have preferred that Head female takes decision to buy the products, 1.60 % respondents have preferred that Male takes decision to buy the products, 29.10 % respondents have preferred that female takes decision to buy the products, 0.70 and 0.40 % respondents have preferred that child male and child female respectively takes decision to buy the products and 11.80 % respondents have preferred that all family members together take decision to buy the products.

Table 4.21 Influence of family members for buying products		
Options	**Frequency**	**Percentage**
Spouse together	415	43.7
Head Male	27	2.8
Head Female	94	9.9
Male	15	1.6
Female	276	29.1
Child male	7	0.7
Child Female	4	0.4
Others (All Family Members)	112	11.8
Total	950	100.0

Figure 4.19 Influence of family members for buying products



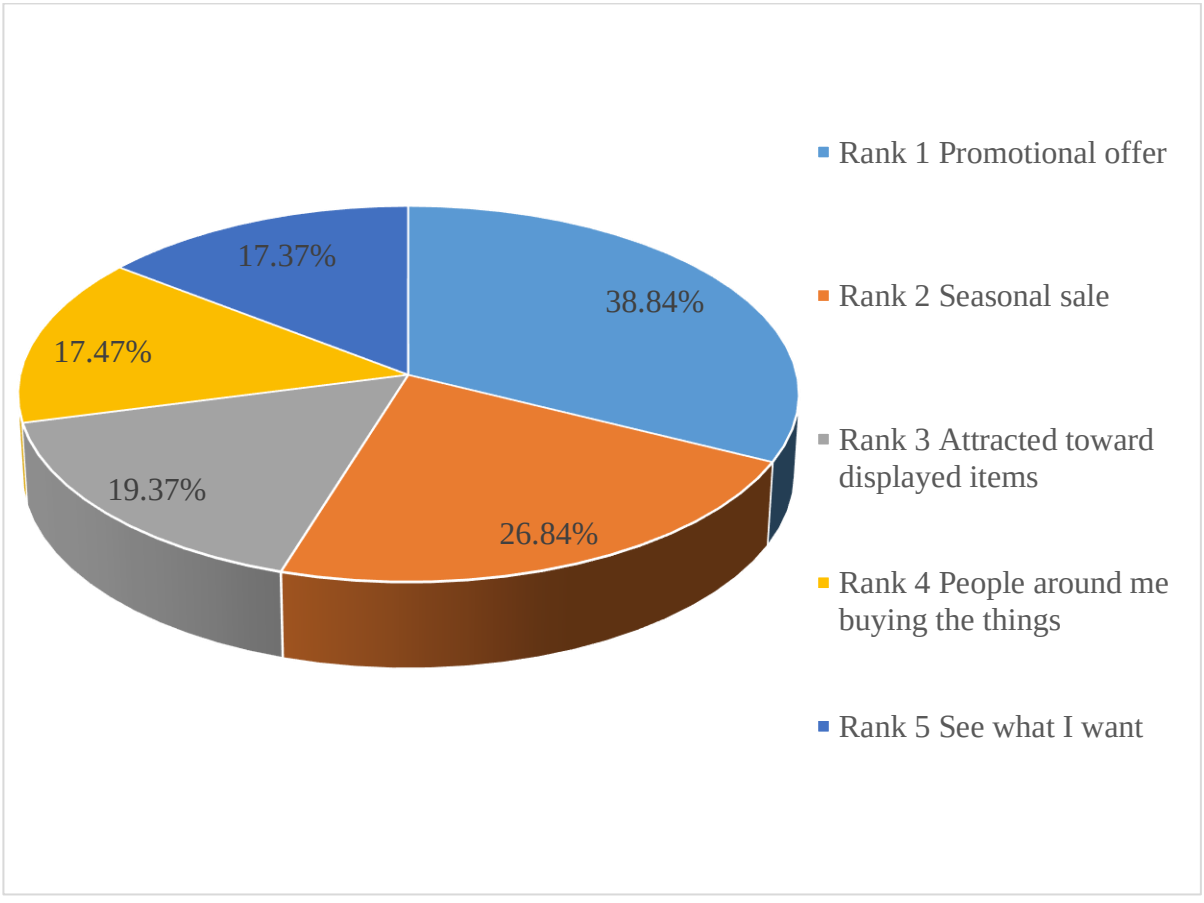
4.2.10 Inspiration for impulsive purchase

There are several offers that inspire the persons to buy impulsively. Researcher asked 950 respondents give their preference as rank mentioned in Table 4.20 and Figure 4.18. 369/950 works out to 38.84 % who ranked Promotional offer as no. 1. 255/950 works out to 26.84 % who ranked Seasonal sale as no. 2. 184/950 works out to 19.37 % who ranked Attracted towards displayed items as no. 3. 165/950 works out to 17.47 % who ranked people around me buying the things or products as no. 4 and 164/950 works out to 17.37 % who ranked see what I want as no. 5. Majority of the respondents likes promotional as well as seasonal sale compared to other options given.

Table 4.22 Inspiration for impulsive purchase

Rank	Options	Frequency	Percentage
1	Promotional offer	369	38.84
2	Seasonal sale	255	26.84
3	Attracted toward displayed items	184	19.37
4	People around me buying the things	166	17.47
5	See what I want	165	17.37

Figure 4.20 Inspiration for impulsive purchase



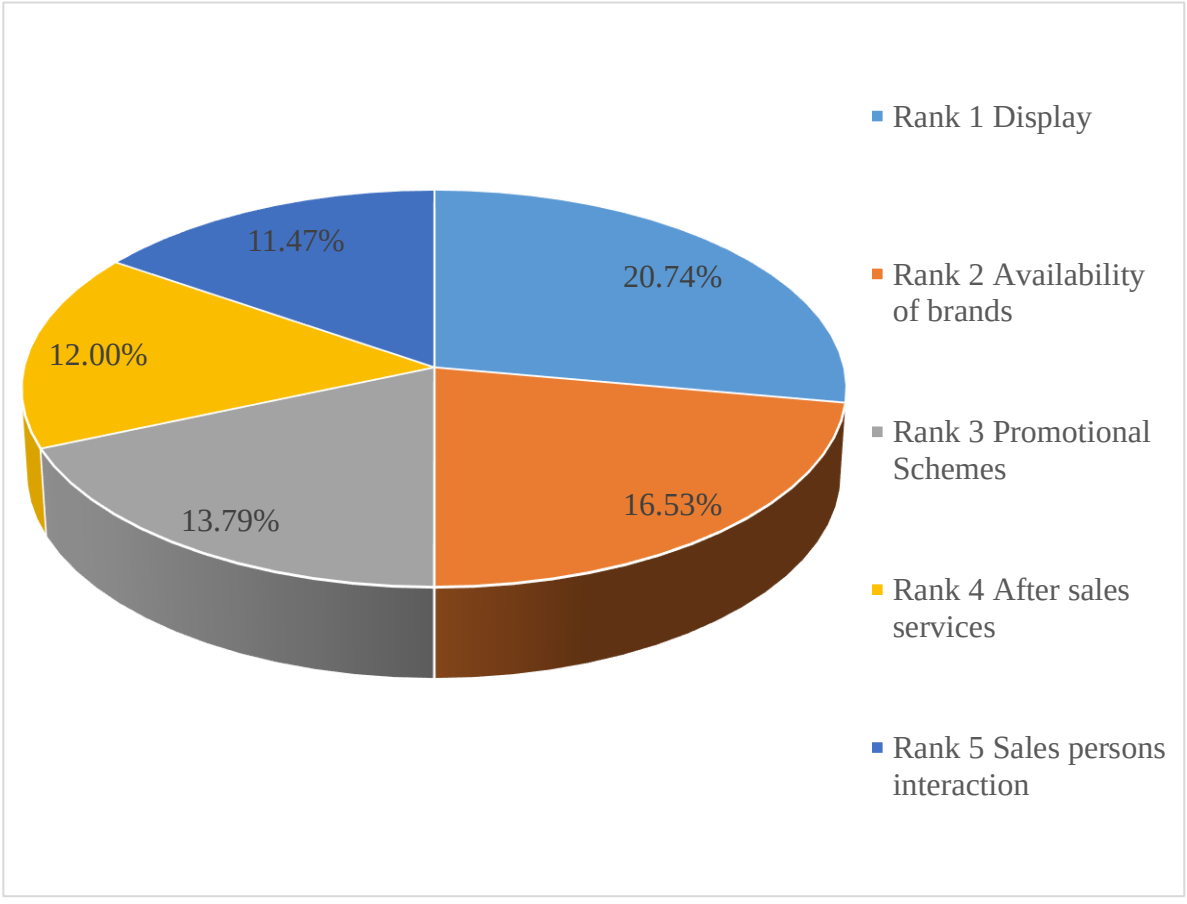
4.2.11 Actual reasons for an impulsive or compulsive purchase

Researcher asked 950 respondents give their preference as rank mentioned in Table 4.21 and Figure 4.19 for actual reason for impulsive or compulsive shopping of the products. Researcher had asked 14 reasons out of that rank 1 to 5 are considered for the analysis. 197/950 works out to 20.74 % who ranked Display as no. 1. 157/950 works out to 16.53 % who ranked Availability of brands as no. 2. 131/950 works out to 13.79 % who ranked Promotional Schemes as no. 3. 114/950 works out to 12.00 % who ranked after sales services as no. 4 and 109/950 works out to 11.47 % who ranked Salespersons interaction as no. 5. 76.33% respondents preferred above mention reasons for purchasing impulsive or compulsive shopping.

Table 4.23 Actual reasons for an impulsive or compulsive purchase

Rank	Options	Frequency	Percentage
1	Display	197	20.74
2	Availability of brands	157	16.53
3	Promotional Schemes	131	13.79
4	After sales services	114	12.00
5	Salespersons interaction	109	11.47

Figure 4.21 Actual reasons after making an impulsive or compulsive purchase.

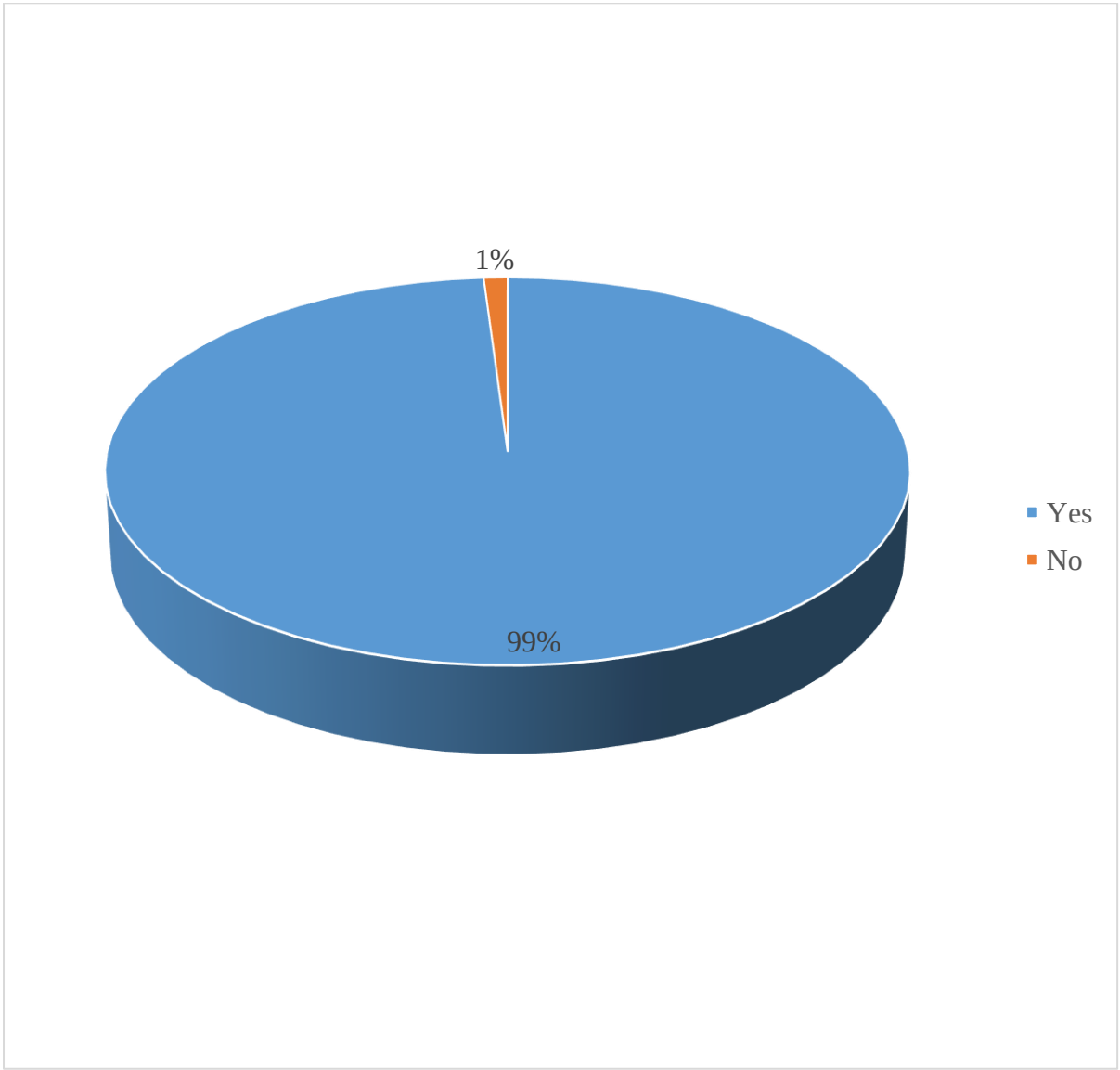


4.2.12 Influence by offer and buy additional items.

Influence by offer and buy additional items configuration of 950 respondents is mentioned in Table 4.22 and Figure 4.20. Majority of the respondents influenced their purchased due to offers announced by the malls and they had purchased additional products. 99 % respondents affected by the offers announced by the malls and only 1 % from 950 respondents had not affected by the same.

Table 4.24 Influence by offer and buy additional items		
Options	**Frequency**	**Percentage**
Yes	940	98.9
No	10	1.1
Total	950	100.0

Figure 4.22 Influence by offer and buy additional items.



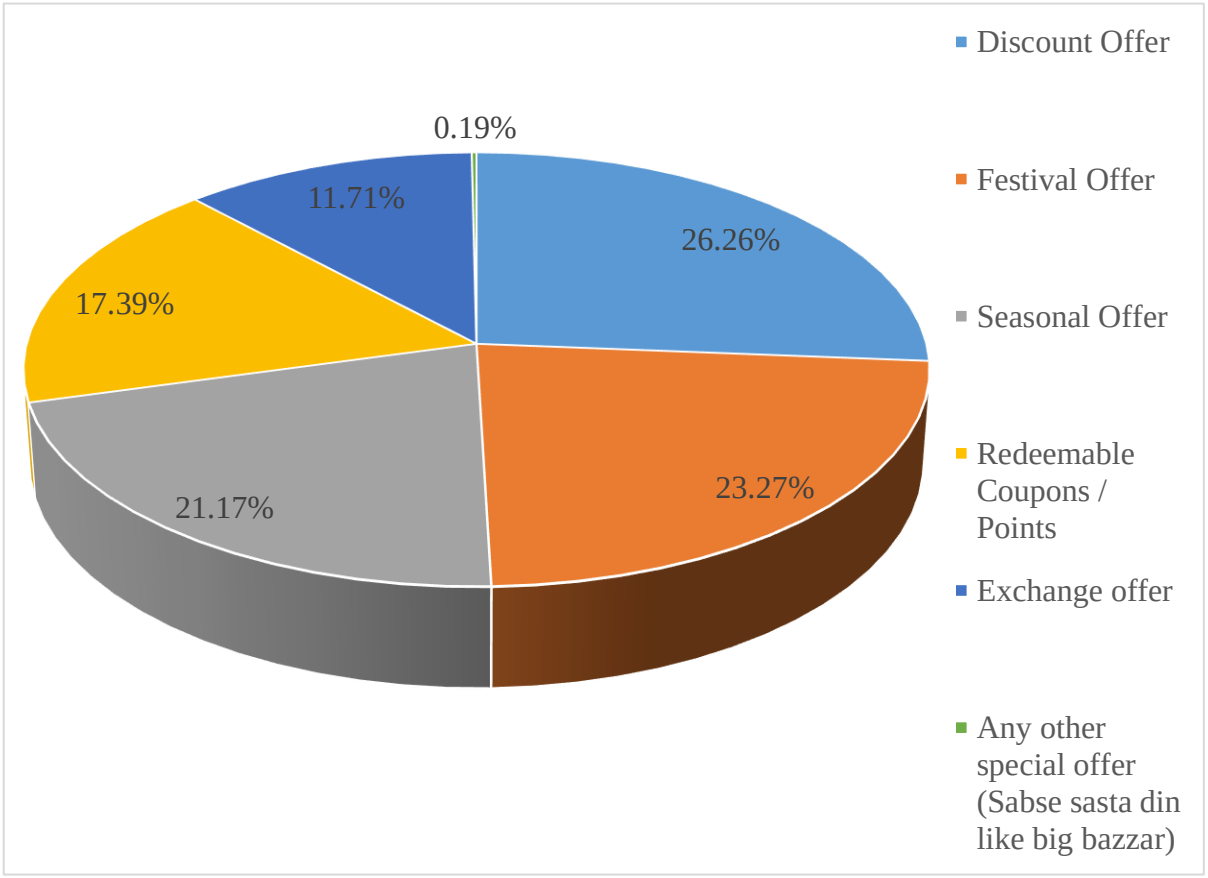
4.2.13 Suggestions by the customer to malls for sales promotion

There are several advertising and sales promotional schemes suggested by the respondents to malls is mentioned in Table 4.23 and Figure 4.21. 26.26 % respondents had suggested discount offer, 23.27 % respondents had suggested festival offer, 21.17 %respondents had suggested seasonal offer, 17.39 % respondents had suggested redeemable coupons or points, 11.71 % respondents had suggested exchange offer and only 0.19 % respondents had suggested other advertising and sales promotional schemes namely *'Sabse sasta din'* like Big Bazaar. In Big bazzar they are celebrating Wednesday as *'Sabse Sasta Din'*.

Table 4.25 Suggestions by the customer to malls for sales promotion

Options	Frequency	Percentage
Discount Offer	675	26.26
Festival Offer	598	23.27
Seasonal Offer	544	21.17
Redeemable Coupons / Points	447	17.39
Exchange offer	301	11.71
Any other special offer (Sabse sasta din like big bazzar)	005	0.19
Total	2570	100.0

Figure 4.23 Suggestions by the customer to malls for sales promotion



OBJECTIVE: 2

To study the various FMCG product categories purchased compulsive & impulsive from retail malls and their behaviour after purchase.

4.3 The various FMCG product categories purchased compulsive & impulsive from retail malls and their behaviour after purchase

Researcher have asked various questions to find out buying behaviour of consumers towards various FMCG product categories purchased compulsive & impulsive from retail malls and their behaviour after purchase like Type of Product Compulsively and Impulsively Purchased and whether they regret after Impulsive Purchase or not.

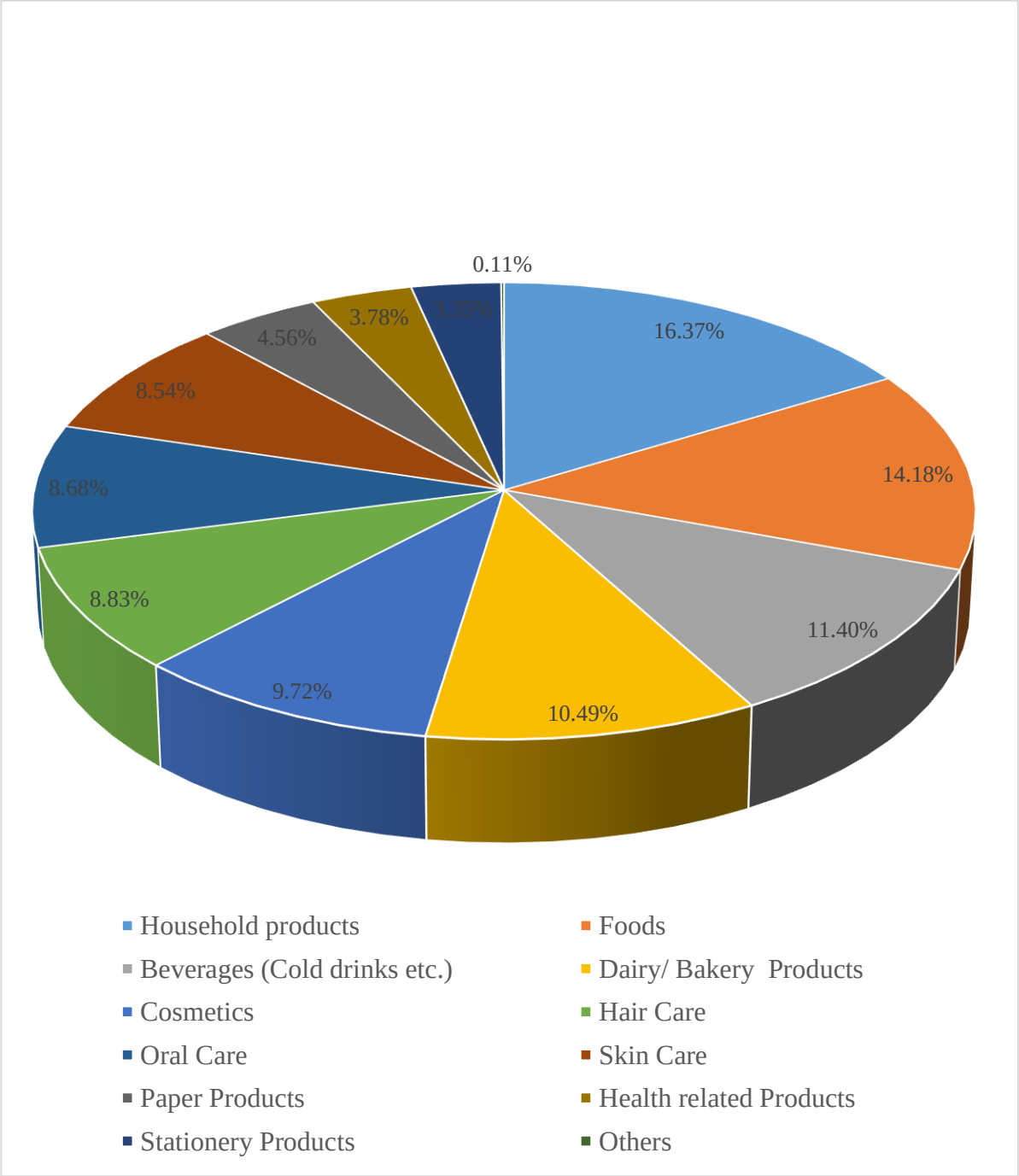
4.3.1 Type of Product Purchased Compulsively and Impulsively

Based on previous studies, to understand the product is purchased more impulsively, multiple choice questions were asked to respondent's specific product categories were taken. Description of the analysis are listed in the table 4.24 and graph 4.22 below based on the response of the respondent analysis.

Table 4.26 Type of Product Purchased Compulsively and Impulsively

Options	Frequency	Percentage
Household products	866	16.37
Oral Care	459	8.68
Skin Care	452	8.54
Hair Care	467	8.83
Cosmetics	514	9.72
Health related Products	200	3.78
Dairy/ Bakery Products	555	10.49
Paper Products	241	4.56
Stationery Products	177	3.35
Foods	750	14.18
Beverages (Cold drinks etc.)	603	11.40
Others	006	0.11
Total	5290	100.0

Figure 4.24 Type of Product Purchased Compulsively and Impulsively

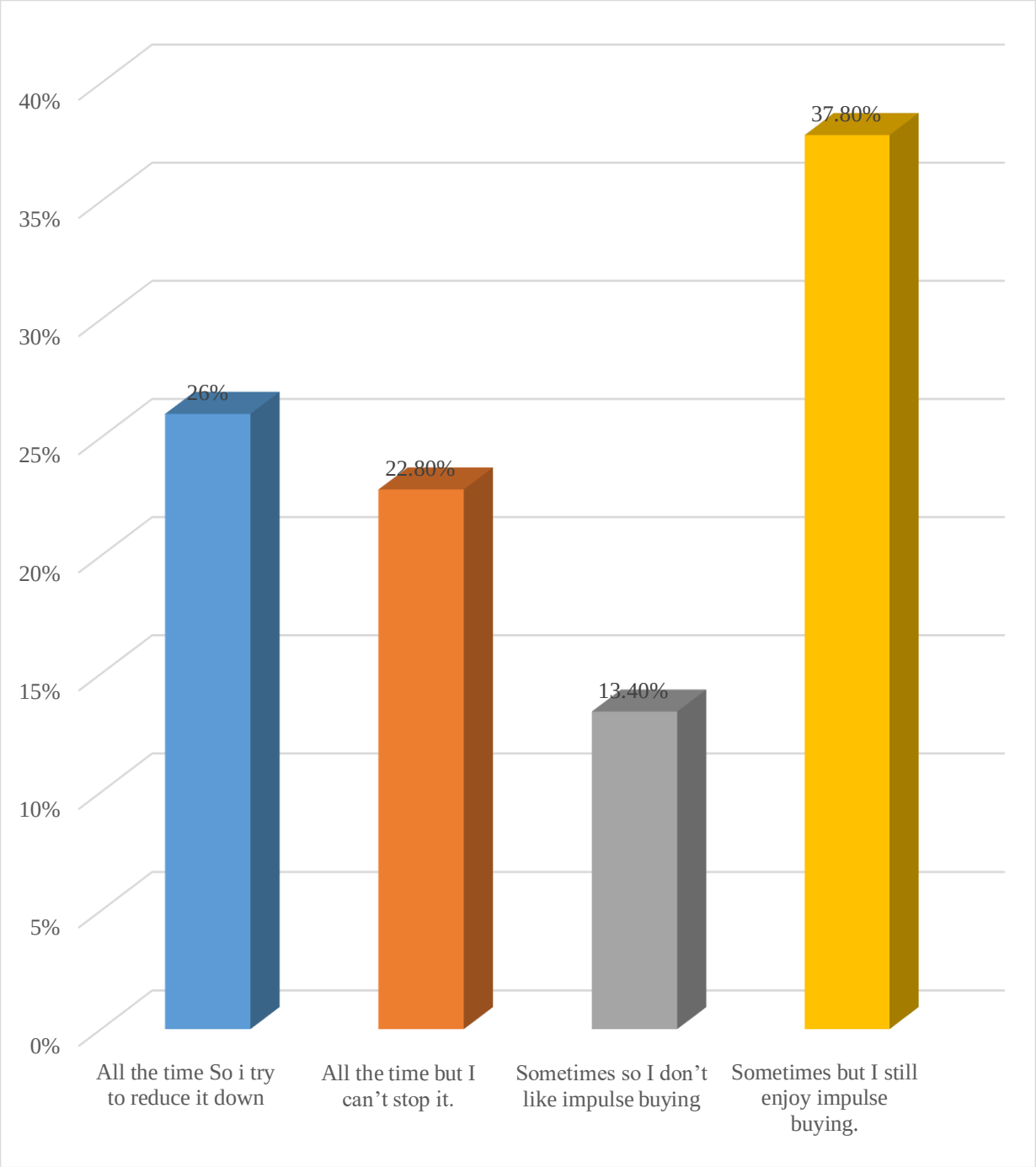


4.3.2 Regret after Impulsive Purchase

Regret after Impulsive Purchase configuration of 950 respondents is mentioned in Table 4.25 and Figure 4.23. 26% respondents have preferred that they regret all the time after purchase impulsively so they try to reduce it down, 22.80% respondents have preferred that they regret all the time after purchase impulsively, but they can't stop it, 13.4 % respondents have preferred that they regret sometime so they don't like impulse purchase, 37.8 % respondents have preferred that they regret Sometimes but I still enjoy impulse buying. Majority of the respondents enjoying impulsive buying.

Table 4.27 Regret after Impulsive Purchase		
Options	**Frequency**	**Percentage**
All the time So i try to reduce it down	247	26.0
All the time but I can't stop it.	217	22.8
Sometimes so I don't like impulse buying	127	13.4
Sometimes but I still enjoy impulse buying.	359	37.8
Total	950	100.0

Figure 4.25 Regret after Impulsive Purchase



Section – B

Inferential Statistics

4.4 Inferential statistics

Inferential statistics help check the hypothesis based upon the study's research objectives. Various statistical techniques for hypothesis testing helped to draw inferences about the Gujarat population based on the selected sample. A broad sample of 950 respondents allowed parametric testing (using SPSS).

4.4.1 Introduction

Data collection of 950 respondents was carried out following the Pilot Testing. Then researcher moves on from data collection and interpretation of results. Data processing, according to the Gromme (1998)[1], concerns activities and technologies that prepare the collected data for analysis: data checking, entry, coding, and editing. Data analysis includes practices and techniques that offer statistical insight into the data collected: weighting, tabulations, and analysis of the response (Gromme, 1998).

Researcher used SPSS 22 and AMOS 22 in this chapter to perform various statistical techniques for analyzing the results. Data were initially coded in Excel sheet and exported for further analysis to Statistical Tools. Exploratory factor analysis, Confirmatory factor analysis and Cross Tabulation are methods used for analysis. Compulsive and impulsive buying behaviour factor analysis was performed in which principle component method was selected with rotation of varimax to reduce and summarize the results.

Once the factors were extracted, structure of factors was prepared separately for all the compulsive and impulsive buying behaviours whose validity and reliability were tested through confirmatory factor analysis. Correlation was applied to determine the relationship between the compulsive and impulsive buying behaviour factors generated and validated by exploratory and confirmatory factor analysis. Cross tabulation analyzed the buying behaviour of customers against the Compulsive and Impulsive buying behaviour based on demographic variables such as gender, age, employment, occupation, and education. Throughout the study, hypotheses were accepted and discarded at 95 per cent confidence point. (5% of significance level).

4.4.2 Exploratory Factor Analysis (EFA):

The objective of exploratory factor analysis according to Kinnear and Gray (2010)[2] is to find the independent factors that explain the correlations. In this case, items are typically reduced to

specific interrelated and relevant dimensions with a very small amount of information loss describing as much variation as possible on the original items.

Analysis of the factor according to Cooper and Schindler (2008)[3] is a method used for different computational techniques. Such factors, also called latent variables, are also aimed at measuring items that are typically difficult to specifically quantify, such as attitudes and feelings. This is a way of describing the relationships between variables by combining them into less factors in number (Zikmund, 2003[4]; Coakes and Steed, 2001).

Factor analysis is the most effective statistical methodology for determining the latent variables. According to Gilbert and Veloutsou (2004)[5] this method has been followed over the past thirty years by about one sixth of the authors of the journal papers. For this reason, the study of compulsive and impulsive buying behaviour was chosen for exploratory factor analysis. The Kaiser-Meyer-Olkin (KMO) and Bartlett's Sphericity Test assess the appropriateness and suitability of the data. The higher KMO value indicates greater correlation between variables. KMO value greater than 0.6 can be considered as adequate according to Kaiser and Rice (1974)[6]. KMO tests the sample suitability criterion where the low correlation value of variables means that they are not qualified to be a part of any of the factors.

The Bartlett Sphericity Test measures the association between the variables (Hair, 2006)[7]. A statistically significant Sphericity Test by Bartlett (Sig. < 0.05) indicates that there are significant correlations among variables. Principle Component Analysis (Kinnear & Gray, 2010; Cooper & Schindler, 2008), is the most popular factor analysis technique for extracting component. Correlations between various variables are referred to in this methodology for examining the relationship between them and grouping them into a limited number of factors having similar themes. The calculations will result in factor scores which explain the maximum possible proportion of the variance, while the obtained factors will be orthogonal and, in terms of number, will be no more than the number of original variables. Mathematical methodology for the simplification of the factor definition is called factor rotation (Zikmund et al., 2010). Rotation of Varimax was preferred as it minimized the correlation across factors and maximized the factors within. Factors remain uncorrelated after rotation (as opposed to oblique rotation, where after rotation factors are correlated); this helped to produce factors which were 'clear' (Nunnally 1978).

Hair (2006) stated that the matrix of anti-image correlation reflects a partial correlation between variables and the degree to which the factor explains the results to each other. The diagonal

shows sampling adequacy measurements for each variable (higher than 0.05), and the off-diagonal values indicate negative significance for the partial correlation between variables (close to nil). The essential part of factor analysis is variance. According to Hair (2006), variance is a quantity (the square of the standard deviation) reflecting the total amount of quantity dispersal for a single variable around its mean. When a variable is associated with another variable, the variable essentially shares variance with the other. Therefore, it is important to consider how much the variance of a variable with the other variables is shared.

Hair (2006) describes communities as the overall variance sum expressed by the original variables with all other variables included in the study. For further study, the Communalities values of objects greater than 0.5 are considered. Communalities show that a given number of factors explain part of the variance of each variable.

Hair (2006) suggests referring to factor loadings for interpretation of the factor interpretation. Factor Loadings are the correlation between the individual variable and the component. Loadings reflect the degree of correlation between the factor and the variable, with higher loadings making the factor representative of the variable. Factor loading of ± 0.30 to ± 0.40 is minimally acceptable, values greater than ± 0.50 for practical significance are usually considered necessary. The following table provides recommendations for determining important sample size-based factor loadings.

Table 4.28 Factor Loading

Factor Loading	Sample size needed for significance level of 5%
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
0.55	100
0.60	85
0.65	70
0.70	60
0.75	50

Source: Hair (2006)

Often in many factors one variable has a significant loading. Such variable is referred to as Cross-Loading, having more than one significant charge. To simplify the factor structure, these types of variables should be removed from the analysis. (Hair, 2006). There is no clear rule in

selecting the rotation method according to Hair (2006), hence the VARIMAX rotation method selected when conducting the exploratory factor analysis.

Method of Principal component factor analysis is followed during the factor analysis. The aim of this method selection is to summarize most of the original information (variance) in a minimum number of factors for purposes of prediction. Through the study of components each element contributes a value of 1 to the total value of Eigen. Therefore, only those variables that have Eigen values greater than 1 are considered significant. (Hair, 2006).

4.4.3 Confirmatory Factor Analysis (CFA)

The Confirmatory Factor Analysis method decides whether the proposed structure is a good fit for the results, or in other words, whether there is a relationship between the observed variables and their latent or non-observed underlying constructs (Child, 1990)[8]. The CFA will also ensure that all items within the general construct being calculated are correctly matched with the correct facets. Exploratory factor analysis extracts the factors from the set of variables and gives the structure of the factor. CFA is used to check the degree to which the actual data reflect a factor structure derived from the EFA. According to Hair (2006), CFA is used to give Measurement Theory a confirmatory test. A Measurement Theory describes how the measured variables represent the objects involved in a theoretical model, logically and systematically.

Several different fit statistics are used when using CFA to evaluate the fit model for the results. There are specific indices used to determine Model Compatibility. The first is the Chi- Square Test with degrees of freedom (<2). According to Hu & Bentler (1999)[9], the chi- square test shows the difference between the matrices of covariance expected and observed. A chi-square value close to zero and a chi-square p-value greater than 0.05 imply that there is no difference between the covariance matrices expected and observed, which is an indication of good fit.

The Root Mean Square Error of Approximation (RMSEA) is related to the residuals in the model. RMSEA values range from zero to one with a smaller RMSEA value which means better fit for the model. Usually, good model fit is suggested with an RMSEA value of 0.06 or less (Hu & Bentler, 1999), although a value of 0.08 or less is also considered appropriate (Browne & Cudeck, 1993[10]).

The Comparative Fit Index (CFI) is an incremental fit index, which measures a theoretical model's overall improvement over an independence model where the observed variables are not correlated (Byrne, 2006). CFI values range from zero to one with a higher value which means

better fit for the model. A CFI value of 0.90 or greater indicates appropriate model fit (Hu & Bentler, 1999). A further common metric for evaluating model fit is the Normed Fit Index (NFI). Larger values indicate better model fit for this measure, and the value above 0.90 is considered appropriate (Hu & Bentler, 1999).

Hair (2006) defines goodness-of-fit as another metric generating statistics that are acceptable. GFI values above 0.90 are considered good. The next important measure is the Adjusted Goodness of Fit Index (AGFI) (AGFI) which takes into account varying degrees of complexity of the model. The AGFI values are usually lower in proportion to the model fit than the GFI values. AGFI values above 0.90 are considered good. The Tucker Lewis Index (TLI) is conceptually similar to the NFI but differs in that it is simply a comparison of the defined model's regular chi-square values, which to some degree takes into account the complexity of the model. Model is usually considered good with TLI values greater than 0.90. Incremental Fit Index assesses how well the predicted model fits compared to some reference model, where all observed variables are considered to be uncorrelated. The IFI value above 0.90 is considered good and the last measure is the RFI defined as the Relative Fit Index, the value of which above 0.90 is also considered a good model fit (Bollen 1986).

4.4.4 Validity of the scale

Validity is the consistency of a measure or the degree to which a score accurately represents a definition, according to Zikmund and Babin (2010). In other words, Validity is concerned with the test being able to assess what it has been built for, which is not as easy as it would seem (Hair, 2006). There are four different validity types which evaluate an instrument's accuracy: Content Validity, Construct Validity, Convergent Validity, Discriminant Validity and Nomological Validity.

a) Construct Validity

This is one of the most important validity. Construct validity is an assessment of the degree to which an operationalization correctly tests the intended variables (Bagozzi, Youjae and Phillips (1991[11]). The authors added that "without evaluating construct validity one can not estimate and compensate for confounding effects of random error and system variance, and the results of the theory testing may be uncertain." Hair (2006) claimed that Construct validity provides confidence that the item measurements taken from a sample represent the actual true score that occurs in the population.

b) Convergent Validity

Convergent Validity (Hair, 2006) is defined as the things which are indicators of a particular construct will converge or share a high proportion of variance in common. Anderson and Gerbing, (1991)[12] propose that convergent validity is checked by deciding if the items in the measurement model converge or load together on a single construct. Convergent validity, in other words, is the degree of convergence shown when two attempts are made to calculate the same concept by means of maximally different methods. When there is no convergence, it is appropriate either to evaluate the theory used in the analysis, or to enforce purification of the measure by removing the products. The ratings for the category 'excellent' must be higher than the 'very good' category for each of the measurements to have convergent validity. The scores for the category 'good' must also be higher than the scores for the category 'poor' and so on. (Buttle & Allaigan, 2002)[13].

Convergent validity can be established using the following approaches:

Factor Loading: The size of the load factor is important consideration. In the case of high convergent validity, high factor loading will imply that they converge on their latent construct to a common point. A rule of thumb is that standardized estimates of loading should be 0.5 or higher, and 0.7 or greater. The explanation for this thumb rule is that the standardized factor loading square reflects how much variation the latent factor explains in an item and is called the item's Variance Extracted. (Hair, 2006)

Average Variance Extracted (AVE): In CFA, the Average Variance Extracted (AVE) is determined as the mean variance extracted for the loading of items on a construct and is a summary convergence indicator. The measured meaning shall be as follows:

$$AVE = \frac{\sum_{i=1}^{n} \lambda_i^2}{n}$$

The standardized factor loading is λ expressed in the formulation above, and I is the number of items. For n items, therefore, AVE is determined as the sum of the squared standardized factor loadings divided by the number of items as shown above (Fornell and Larcker (1981)[14]. Fornell and Larcker (1981) indicated that measures that include more than 50 % stated or common variance in the analytical sense of factor should be adequately convergent. In a measuring model, an AVE measurement should be measured for each latent construct.

Reliability: Reliability is also a Convergent Validity Indicator. Alpha coefficient remains a widely used calculation though reliability may be understated. The value of Construct Reliability (CR) is determined using the formulation:

$$CR = \frac{(\sum_{i=1}^{n} \lambda_i)^2}{(\sum_{i=1}^{n} \lambda_i)^2 + (\sum_{i=1}^{n} \delta_i)}$$

It is determined from the square sum of factor loadings (λ i) for each construct and the sum of the terms of error variance for a construct (δ i) the thumb rule for calculating reliability is that it indicates good reliability by 0.7 or greater. Reliability between 0.6 and 0.7 may be appropriate, as long as other measures of construct validity of a model are good (Hair, 2006).

c) Discriminant Validity:

Discriminant validity means that the calculation is unique in some way. Discriminant validity gauges to what degree measurements of two different structures are comparatively distinct from each other. (Fiske and Campbell, 1959)[15]. Discriminant validity assesses the degree to which a concept varies from another definition and its measures. This implies that items from one scale should not be too closely loading or converging with items from a different scale, and that different latent variables that compare too strongly might simply be measuring the same construct rather than separate constructs (Garver and Mentzer 1999)[16].

Shared variance is the sum of variance that a variable (construct) can explain in another variable (construct), according to Fornell and Larcker, (1981). The square of the correlation of any two variables (constructs) reflects this. In addition, authors proposed method for assessing the discriminating validity of two or more factors. Through this, a researcher compares each construct's AVE to the shared variance between constructs. If the AVE is greater than its shared variance with any other construct for each construct, then discriminating validity is accepted.

d) Nomological Validity

Nomological validity was characterized as the degree to which predictions are verified from a formal theoretical network that contains the concept under scrutiny (Campbell, 1960). It assesses the degree to which theoretically similar constructs are empirically similar (i.e., their measures substantially correlate in the expected direction). This validity is evaluated by

analyzing whether or not there is a positive correlation between the constructs, and whether the correlation between the constructs in a theory of measurement makes sense. (Hair, 2006). According to Bhattacherjee (2002)[17], nomological validity explores the predictive ability of the measurement scale (focal scale) within the nomological network of antecedent and consequent variables, i.e., it is a measure of the theoretical relationship within theory between the theory and the build. The measure should act as expected with other constructs to which it is logically related, i.e., the nomological validity should be indicated. (Peter 1981)[18].

4.4.5 Statistics of Compulsive buying behaviour.

Table 4.29 Compulsive buying behaviour - Statistics

Variables	Mean	Median	Mode
I go for shopping whenever I am upset, disappointed, depressed, angry or nervous	2.73	3.0	1.0
I go for shopping to find fun	3.56	4.0	4.0
I am getting pleasure when I go for the shopping	3.98	4.0	4.0
My lifestyle influences my shopping	3.39	4.0	4.0
I get pleasure when I buy the products at that time when I want	4.09	4.0	4.0
I plan to shop before few days ago and then go for shopping	4.24	4.0	5.0
I would be happier when I could afford to buy more things	3.27	4.0	4.0
I go to buy expensive things	1.93	2.0	1.0
Shopping makes me confident	3.15	4.0	4.0
I feel better after shopping	3.95	4.0	4.0
I buy even if can’t afford	1.71	1.0	1.0
I do purchase sometime even if I don’t any need	3.76	4.0	4.0
I buy the products to respond offers	2.94	3.0	4.0
I believe that costly shopping improve self-image	1.88	2.0	1.0
I go for shopping because I want to become impressive in the eyes of others	1.94	2.0	1.0
I go for shopping to satisfy my strong inner push	2.80	3.0	4.0
I feel motivated for shop and spend, even when I don’t have the time or money	1.75	1.0	1.0
Sometime when I go to shopping and buy in excess than I feel guilty or ashamed	3.41	4.0	4.0

When I go to shopping and do purchased in excess, I feel anxious or angry	3.67	4.0	5.0
I sometime worry about my shopping habits but still i go out and shop to spend money	2.08	2.0	1.0
For me, shopping is a way to relieve stress	3.57	4.0	4.0
When I go for shopping then I feel myself something special	2.83	3.0	1.0

Source: Primary Data

Mean was 4.24 for I plan to shop before few days ago and then I go shopping, 3.76 for I do purchase sometime even if I do not any need. Mode for I go shopping' while purchasing of the products was 'strongly agree' while for I do purchase sometime even if I don't any need was 'Agree'.

4.4.6 Test of Normality- Compulsive buying behaviour.

Normality testing is examined by using Skewness and Kurtosis values as shown in the table 4.30 for compulsive buying behaviour constructing the analysis. Normality checking is performed to verify whether data is normally distributed or not.

Table 4.30 Tests of Normality- Compulsive buying behaviour

Variables	Mean	Std. Deviation	Skewness	Kurtosis
I go for shopping whenever I am upset, disappointed, depressed, angry, or nervous	2.732	1.5186	.087	-1.601
I go for shopping to find fun	3.558	1.2251	-.729	-.541
I am getting pleasure when I go for the shopping	3.980	1.0542	-1.215	1.016
My lifestyle influences my shopping	3.385	1.4168	-.548	-1.077
I plan to shop before few days ago and then go for shopping	1.432	1.1240	1.092	.687
I would be happier when I could afford to buy more things	3.266	1.4782	-.367	-1.341
I go to buy expensive things	1.933	.9908	1.034	.493
Shopping makes me confident	3.149	1.2865	-.459	-1.118
I feel better after shopping	3.954	1.0377	-1.200	1.079

I buy even if cannot afford	1.707	.9567	1.460	1.584
I do purchase sometime even if I do not any need	3.763	1.3145	-.924	-.367
I buy the products to respond offers	2.944	1.4719	-.076	-1.488
I believe that costly shopping improve self-image	1.882	1.0662	1.235	.675
I go for shopping because I want to become impressive in the eyes of others	1.943	1.1240	1.192	.487
I go for shopping to satisfy my strong inner push	2.796	1.4277	.084	-1.467
I feel motivated for shop and spend, even when I do not have the time or money	1.751	.9962	1.438	1.380
Sometime when I go to shopping and buy in excess than I feel guilty or ashamed	3.406	1.3175	-.651	-.859
When I go to shopping and do purchased in excess, I feel anxious or angry	3.671	1.3540	-.799	-.628
I sometime worry about my shopping habits but still I go out and shop to spend money	2.077	1.2047	.870	-.501
For me, shopping is a way to relieve stress	3.568	1.2501	-.813	-.466
When I go for shopping then I feel myself something special	2.829	1.5158	.085	-1.517

Source: Primary Data

Although a normal distribution has values of skewness and kurtosis equal to zero (Field, 2009; Malhotra, 2008), skewness and kurtosis between -1.96 to +1.96 are acceptable for psychometric purposes (George & Mallery, 2010; Khan, 2015)[19].

Above table shows that skewness and kurtosis values fall within the acceptable range of -1.96 to +1.96, indicating that the data is fairly normal, and that the basic assumption of parametric testing is fulfilled.

4.4.7 Statistics of Impulsive buying behaviour

Table 4.31 Impulsive buying behaviour - Statistics			
Variables	**Mean**	**Median**	**Mode**
I buy more when I have more money available	3.69	4.00	5.0
It's really true that money can buy happiness	2.98	3.00	4.0
It is easy to for me to overspend when I shop with credit card	4.30	5.00	5.0
I end up being shop more when I have credit cards compared to shop with cash or cheque	4.04	4.00	5.0
I enter that shop which have attracting Eye catching window display	3.89	4.00	4.0
When I see a product that catches my eyes, I tend to buy without looking the whole section	3.07	4.00	4.0
When I walk along the corridor, I tend to look through the products close to me	3.82	4.00	4.0
I tend to try those products that catch my eye when I passed by	3.80	4.00	5.0
If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy	4.16	4.00	5.0
When I see a special promotional sign, I go to look at the product and think to buy it	4.20	4.00	5.0
I like purchase when there is a sale for the products	4.33	5.00	5.0
I normally want to buy products after watching to my family or friends or by seeing others	3.44	4.00	4.0
I enjoy buying suddenly	3.82	4.00	4.0
When I see some product of my choice, I buy without considering the consequences	2.39	2.00	1.0
I feel a sense of excitement when I make impulse purchase	3.40	4.00	4.0
After I make an impulsive purchase, I feel regret	3.36	4.00	5.0
I am that person who makes unplanned purchases	3.46	4.00	4.0
I avoid buying things that are not in my shopping list	2.48	2.00	1.0
When I see a good deal, I tend to buy more than I intended to buy	4.12	4.00	5.0

I buy the product after watching advertisement of that product	2.68	2.00	1.0
I intended to buy product after seeing layout, atmosphere, store type or support of salespersons	4.17	4.00	5.0
When I have more time, then I do more impulsive shopping	4.20	5.00	5.0
When I hear my favorite music in the store then i do more impulsively purchase	3.05	4.00	4.0

Source: Primary Data

Mean was 4.33 for I like purchase when there is a sale for the products, 4.30 for It is easy to for me to overspend when I shop with credit card. Mode for I like purchase when there is a sale for the products, and it is easy to for me to overspend when I shop with credit card were 'strongly agree'.

4.4.8 Test of Normality- Impulsive buying behaviour

Normality testing is examined by using Skewness and Kurtosis values as shown in the table 4.32 for compulsive buying behaviour constructing the analysis. Normality checking is performed to verify whether data is normally distributed or not.

Table 4.32 Tests of Normality-Impulsive buying behaviour

Variables	Mean	Std. Deviation	Skewness	Kurtosis
I buy more when I have more money available	3.688	1.4682	-.776	-.856
It's really true that money can buy happiness	2.984	1.4921	-.023	-1.476
It is easy to for me to overspend when I shop with credit card	4.300	1.2540	-.699	-.728
I end up being shop more when I have credit cards compared to shop with cash or cheque	4.043	1.2169	-1.243	.452
I enter that shop which have attracting Eye catching window display	3.887	1.0790	-1.283	1.156
When I see a product that catches my eyes, I tend to buy without looking the whole section	3.069	1.4566	-.174	-1.423
When I walk along the corridor, I tend to look through the products close to me	3.824	1.1299	-1.118	.559

I tend to try those products that catch my eye when I passed by	3.803	1.2756	-.955	-.205
If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy	4.163	1.1831	-1.149	1.125
When I see a special promotional sign, I go to look at the product and think to buy it	4.199	.8839	-1.289	1.891
I like purchase when there is a sale for the products	4.325	1.0831	-1.449	1.325
I normally want to buy products after watching to my family or friends or by seeing others	3.436	1.3031	-.731	-.715
I enjoy buying suddenly	3.821	1.2696	-1.051	.022
When I see some product of my choice, I buy without considering the consequences	2.386	1.3592	.480	-1.208
I feel a sense of excitement when I make impulse purchase	3.398	1.2696	-.660	-.724
After I make an impulsive purchase, I feel regret	3.358	1.4856	-.381	-1.315
I am that person who makes unplanned purchases	3.463	1.4165	-.678	-.928
I avoid buying things that are not in my shopping list	2.476	1.4593	.445	-1.319
When I see a good deal, I tend to buy more than I intended to buy	4.124	1.0231	-1.345	1.425
I buy the product after watching advertisement of that product	2.676	1.4669	.161	-1.489
I intended to buy product after seeing layout, atmosphere, store type or support of salespersons	4.175	.9979	-1.458	1.939
When I have more time, then I do more impulsive shopping	4.204	1.1172	-1.449	1.210
When I hear my favorite music in the store then i do more impulsively purchase	3.046	1.4868	-.214	-1.465

Source: Primary Data

Above table shows that skewness and kurtosis values fall within the acceptable range of -1.96 to +1.96, indicating that the data is fairly normal, and that the basic assumption of parametric testing is fulfilled.

OBJECTIVE: 3

To study the impact of compulsive and impulsive buying behaviour among consumers on various factors.

- **To study the impact of compulsive buying behaviour among consumers on various factors.**

4.4.9 Appropriateness of Factor Analysis - Compulsive buying behaviour

Table 4.33 KMO and Bartlett's Test- Compulsive buying behaviour		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	Approx. Chi-Square	5853.644
	df	190
	Sig.	.000

Source: Primary Data

Interpretation:

The significance value of Bartlett's Sphericity Test is 0.00 which is less than 0.05 which stipulates that data is normal and acceptable for factor analysis as multivariate. In addition, the KMO value is 0.860 which means that the data set is considered highly suited for factor analysis.

4.4.10 Anti Image Matrices- Compulsive buying behaviour.

Interpretation:

Table 4.34 provides correlation values of 20 Compulsive buying behaviour variables. Sampling adequacy is calculated by diagonal values of all the variables represented in the second half of the table. Since all variables have partial correlation values higher than 0.5, it can be interpreted that all 20 compulsive buying behaviour variables have functional and statistical significance, and data is appropriate for factor analysis.

Table 4.34 Anti Image Matrices- Compulsive buying behaviour

Anti-image Matrices																					
		VAR1	VAR2	VAR3	VAR4	VAR5	VAR6	VAR7	VAR8	VAR9	VAR10	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16	VAR17	VAR18	VAR19	VAR20
Anti-image Covariance	VAR1	0.62	-0.16	0.01	-0.10	0.01	-0.02	-0.05	0.04	-0.10	-0.06	0.02	0.09	-0.01	-0.01	-0.02	-0.01	0.02	-0.05	-0.08	-0.04
	VAR2	-0.16	0.52	-0.19	-0.07	0.01	-0.02	-0.04	0.03	-0.04	0.02	-0.04	0.01	-0.02	0.02	-0.03	-0.03	0.00	0.01	0.03	-0.05
	VAR3	0.01	-0.19	0.56	0.01	-0.14	-0.02	0.00	0.00	-0.01	0.01	-0.02	0.01	0.03	-0.04	-0.03	0.02	-0.02	-0.06	-0.02	-0.07
	VAR4	-0.10	-0.07	0.01	0.61	-0.09	-0.01	-0.15	-0.01	-0.08	-0.04	0.03	-0.02	0.00	-0.03	-0.04	0.08	0.01	0.02	0.04	-0.05
	VAR5	0.01	0.01	-0.14	-0.09	0.69	-0.08	-0.10	0.00	-0.01	0.02	-0.06	-0.05	0.01	0.02	0.02	0.01	-0.02	0.01	0.02	-0.05
	VAR6	-0.02	-0.02	-0.02	-0.01	-0.08	0.83	0.04	0.00	0.02	0.01	-0.03	0.03	0.01	-0.02	0.04	0.01	-0.03	-0.08	0.06	-0.07
	VAR7	-0.05	-0.04	0.00	-0.15	-0.10	0.04	0.63	0.00	-0.13	0.01	0.07	-0.12	-0.02	-0.02	-0.04	0.00	0.04	-0.01	-0.04	0.06
	VAR8	0.04	0.03	0.00	-0.01	0.00	0.00	0.00	0.61	-0.06	-0.18	0.04	0.03	-0.05	-0.05	0.01	-0.07	0.03	0.04	-0.11	0.00
	VAR9	-0.10	-0.04	-0.01	-0.08	-0.01	0.02	-0.13	-0.06	0.63	0.00	-0.04	-0.01	-0.03	-0.01	-0.02	-0.05	0.01	-0.02	-0.01	-0.08
	VAR10	-0.06	0.02	0.01	-0.04	0.02	0.01	0.01	-0.18	0.00	0.58	-0.02	-0.01	-0.11	-0.09	0.00	-0.10	0.00	0.04	-0.09	0.01
	VAR11	0.02	-0.04	-0.02	0.03	-0.06	-0.03	0.07	0.04	-0.04	-0.02	0.65	-0.07	-0.03	-0.03	-0.08	0.03	-0.04	-0.09	0.03	-0.08
	VAR12	0.09	0.01	0.01	-0.02	-0.05	0.03	-0.12	0.03	-0.01	-0.01	-0.07	0.62	0.00	-0.11	-0.19	-0.01	0.05	-0.01	0.08	-0.06
	VAR13	-0.01	-0.02	0.03	0.00	0.01	0.01	-0.02	-0.05	-0.03	-0.11	-0.03	0.00	0.76	-0.09	-0.10	-0.06	0.03	-0.04	-0.04	0.02
	VAR14	-0.01	0.02	-0.04	-0.03	0.02	-0.02	-0.02	-0.05	-0.01	-0.09	-0.03	-0.11	-0.09	0.68	-0.09	-0.12	0.00	0.01	0.00	0.00
	VAR15	-0.02	-0.03	-0.03	-0.04	0.02	0.04	-0.04	0.01	-0.02	0.00	-0.08	-0.19	-0.10	-0.09	0.57	0.01	-0.06	0.04	0.05	-0.07
	VAR16	-0.01	-0.03	0.02	0.08	0.01	0.01	0.00	-0.07	-0.05	-0.10	0.03	-0.01	-0.06	-0.12	0.01	0.67	-0.05	-0.01	-0.16	0.03
	VAR17	0.02	0.00	-0.02	0.01	-0.02	-0.03	0.04	0.03	0.01	0.00	-0.04	0.05	0.03	0.00	-0.06	-0.05	0.58	-0.26	0.04	-0.03
	VAR18	-0.05	0.01	-0.06	0.02	0.01	-0.08	-0.01	0.04	-0.02	0.04	-0.09	-0.01	-0.04	0.01	0.04	-0.01	-0.26	0.50	-0.01	-0.08
	VAR19	-0.08	0.03	-0.02	0.04	0.02	0.06	-0.04	-0.11	-0.01	-0.09	0.03	0.08	-0.04	0.00	0.05	-0.16	0.04	-0.01	0.65	-0.07
	VAR20	-0.04	-0.05	-0.07	-0.05	-0.05	-0.07	0.06	0.00	-0.08	0.01	-0.08	-0.06	0.02	0.00	-0.07	0.03	-0.03	-0.08	-0.07	0.56
Anti-image Correlation	VAR1	**.852[a]**	-0.29	0.01	-0.16	0.01	-0.03	-0.07	0.07	-0.16	-0.11	0.03	0.14	-0.02	-0.01	-0.04	-0.02	0.04	-0.09	-0.13	-0.07
	VAR2	-0.29	**.865[a]**	-0.36	-0.12	0.02	-0.03	-0.06	0.06	-0.07	0.03	-0.06	0.02	-0.04	0.04	-0.06	-0.06	0.00	0.03	0.06	-0.09
	VAR3	0.01	-0.36	**.877[a]**	0.01	-0.23	-0.03	0.00	0.00	-0.02	0.01	-0.04	0.02	0.05	-0.06	-0.06	0.03	-0.04	-0.11	-0.04	-0.12
	VAR4	-0.16	-0.12	0.01	**.886[a]**	-0.14	-0.01	-0.24	-0.01	-0.12	-0.06	0.04	-0.04	0.00	-0.05	-0.06	0.12	0.02	0.04	0.06	-0.08
	VAR5	0.01	0.02	-0.23	-0.14	**.896[a]**	-0.10	-0.15	-0.01	-0.01	0.03	-0.09	-0.08	0.02	0.02	0.02	0.01	-0.03	0.01	0.03	-0.08
	VAR6	-0.03	-0.03	-0.03	-0.01	-0.10	**.896[a]**	0.05	0.01	0.02	0.01	-0.04	0.04	0.01	-0.02	0.06	0.01	-0.05	-0.12	0.09	-0.10
	VAR7	-0.07	-0.06	0.00	-0.24	-0.15	0.05	**.841[a]**	0.00	-0.20	0.01	0.12	-0.18	-0.03	-0.03	-0.07	0.00	0.06	-0.02	-0.07	0.10
	VAR8	0.07	0.06	0.00	-0.01	-0.01	0.01	0.00	**.840[a]**	-0.10	-0.31	0.07	0.04	-0.07	-0.08	0.01	-0.12	0.05	0.08	-0.18	0.00
	VAR9	-0.16	-0.07	-0.02	-0.12	-0.01	0.02	-0.20	-0.10	**.918[a]**	0.00	-0.07	-0.02	-0.04	-0.02	-0.04	-0.08	0.01	-0.03	-0.02	-0.13
	VAR10	-0.11	0.03	0.01	-0.06	0.03	0.01	0.01	-0.31	0.00	**.832[a]**	-0.03	-0.02	-0.16	-0.15	0.00	-0.16	-0.01	0.08	-0.15	0.01
	VAR11	0.03	-0.06	-0.04	0.04	-0.09	-0.04	0.12	0.07	-0.07	-0.03	**.907[a]**	-0.11	-0.05	-0.05	-0.14	0.04	-0.07	-0.15	0.05	-0.14
	VAR12	0.14	0.02	0.02	-0.04	-0.08	0.04	-0.18	0.04	-0.02	-0.02	-0.11	**.815[a]**	0.00	-0.16	-0.31	-0.02	0.08	-0.01	0.13	-0.11
	VAR13	-0.02	-0.04	0.05	0.00	0.02	0.01	-0.03	-0.07	-0.04	-0.16	-0.05	0.00	**.883[a]**	-0.12	-0.14	-0.08	0.05	-0.06	-0.06	0.03
	VAR14	-0.01	0.04	-0.06	-0.05	0.02	-0.02	-0.03	-0.08	-0.02	-0.15	-0.05	-0.16	-0.12	**.877[a]**	-0.14	-0.18	0.01	0.01	0.00	0.00
	VAR15	-0.04	-0.06	-0.06	-0.06	0.02	0.06	-0.07	0.01	-0.04	0.00	-0.14	-0.31	-0.14	-0.14	**.875[a]**	0.01	-0.10	0.07	0.08	-0.12
	VAR16	-0.02	-0.06	0.03	0.12	0.01	0.01	0.00	-0.12	-0.08	-0.16	0.04	-0.02	-0.08	-0.18	0.01	**.817[a]**	-0.08	-0.01	-0.25	0.04
	VAR17	0.04	0.00	-0.04	0.02	-0.03	-0.05	0.06	0.05	0.01	-0.01	-0.07	0.08	0.05	0.01	-0.10	-0.08	**.774[a]**	-0.49	0.07	-0.05
	VAR18	-0.09	0.03	-0.11	0.04	0.01	-0.12	-0.02	0.08	-0.03	0.08	-0.15	-0.01	-0.06	0.01	0.07	-0.01	-0.49	**.796[a]**	-0.02	-0.16
	VAR19	-0.13	0.06	-0.04	0.06	0.03	0.09	-0.07	-0.18	-0.02	-0.15	0.05	0.13	-0.06	0.00	0.08	-0.25	0.07	-0.02	**.798[a]**	-0.11
	VAR20	-0.07	-0.09	-0.12	-0.08	-0.08	-0.10	0.10	0.00	-0.13	0.01	-0.14	-0.11	0.03	0.00	-0.12	0.04	-0.05	-0.16	-0.11	**.913[a]**

a. Measures of Sampling Adequacy(MSA)

Source: Primary Data

Table 4.35 Table of Communalities- Compulsive buying behaviour		
Variables	Initial	Extraction
I go for shopping whenever I am upset, disappointed, depressed, angry or nervous	1.000	.590
I go for shopping to find fun	1.000	.590
I am getting pleasure when I go for the shopping	1.000	.517
My lifestyle influences my shopping	1.000	.584
I get pleasure when I buy the products at that time when I want	1.000	.482
I plan to shop before few days ago and then go for shopping	1.000	.494
I would be happier when I could afford to buy more things	1.000	.558
I go to buy expensive things	1.000	.545
Shopping makes me confident	1.000	.497
I buy even if cannot afford	1.000	.600
I do purchase sometime even if I do not any need	1.000	.535
I buy the products to respond offers	1.000	.683
I believe that costly shopping improve self-image	1.000	.516
I go for shopping because I want to become impressive in the eyes of others	1.000	.538
I go for shopping to satisfy my strong inner push	1.000	.626
I feel motivated for shop and spend, even when I do not have the time or money	1.000	.554
Sometime when I go to shopping and buy in excess than I feel guilty or ashamed	1.000	.617
When I go to shopping and do purchased in excess, I feel anxious or angry	1.000	.671
I sometime worry about my shopping habits but still i go out and shop to spend money	1.000	.585
For me, shopping is a way to relieve stress	1.000	.545
Extraction Method: Principal Component Analysis. ***Source: Primary Data***		

Interpretation:

Communalities represent the proportion of variance that the factor solution accounts for in the original variables. The factor solution should explain at least half of each variance in the original variables, so that the community value for the variable should be more than 0.50 or higher. From table 4.35 we can see that most of the communality values are more than 0.5 and closer to 1 and this suggests factor analysis validity.

Table 4.36 Total Variance Explained- Compulsive buying behaviour									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.828	24.142	24.142	4.828	24.142	24.142	3.218	16.091	16.091
2	3.199	15.996	40.138	3.199	15.996	40.138	2.824	14.119	30.211
3	1.560	7.800	47.939	1.560	7.800	47.939	2.803	14.016	44.227
4	1.339	6.695	54.634	1.339	6.695	54.634	2.081	10.407	54.634
5	.868	4.341	58.975						
6	.794	3.971	62.946						
7	.778	3.890	66.836						
8	.688	3.441	70.277						
9	.684	3.419	73.696						
10	.623	3.115	76.811						
11	.573	2.866	79.677						
12	.567	2.834	82.510						
13	.536	2.680	85.190						
14	.509	2.544	87.734						
15	.476	2.378	90.113						
16	.459	2.294	92.407						
17	.428	2.138	94.545						
18	.403	2.017	96.563						
19	.363	1.814	98.377						
20	.325	1.623	100.000						

Extraction Method: Principal Component Analysis.
Source: Primary Data

Interpretation:

All 20 variables in Table 4.36 reflected 54.634 % of the variance. The overall variance described by these 20 components (54.634 percentage) meets the level of 50 percent widely used in the social sciences. (Hair, 2006). Therefore, going through the study is reasonable enough. We can also see from the above table that the Eigen values of the first 4 components are more than 1.339, so these components are important for the analysis because they contribute positively to the analysis.

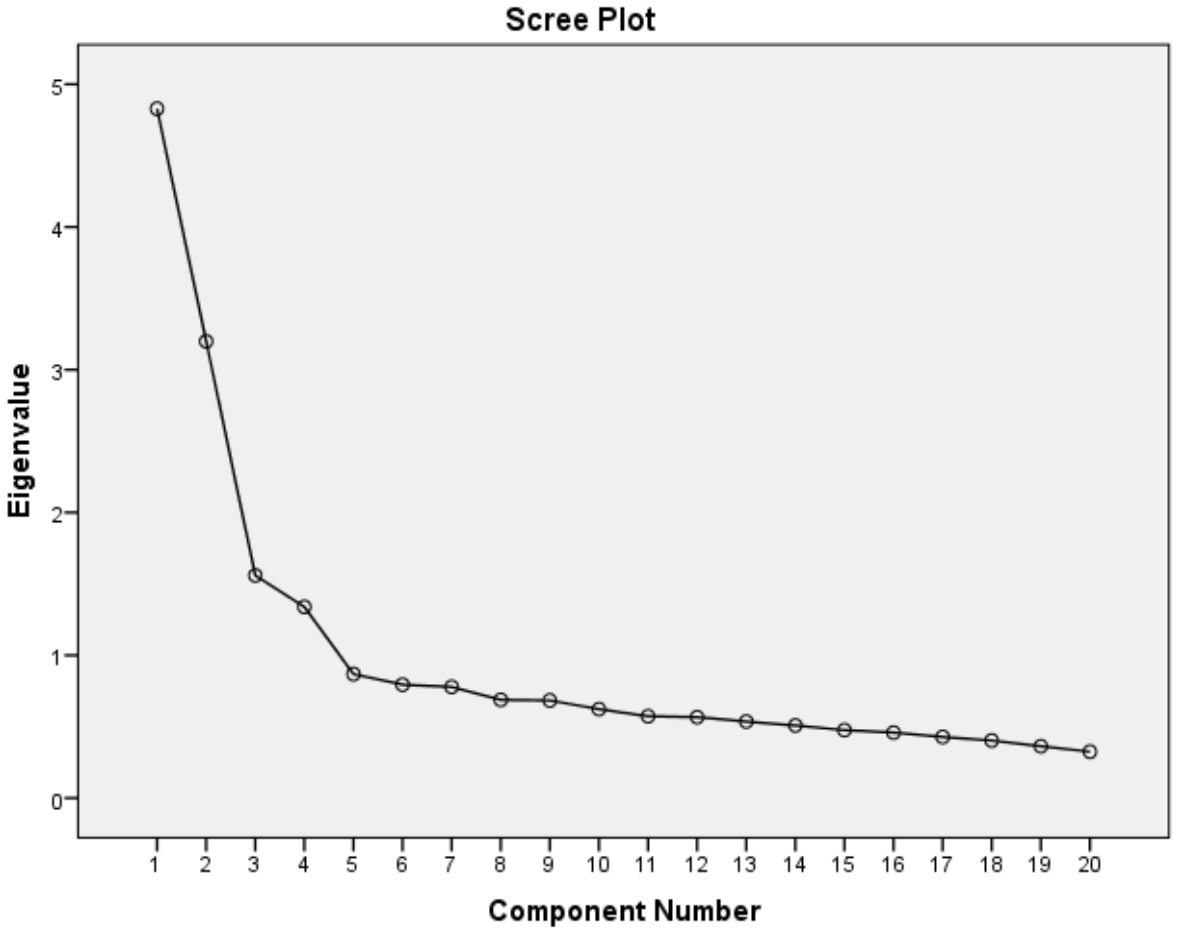
4.4.11 Scree Plot- Compulsive buying behaviour:

Interpretation:

The screen plot is a graph of the factor's eigenvalues (Figure 4.26- Scree Plot). The graph is useful to assess how many variables to hold back. The emphasis is on where the curve starts to

flatten. The graph shows that the curve has stared flattening from point 4 and thus we maintain 4 variables in our case as seen in the table above (explained Total variance).

Figure: 4.26 Scree plot for factors of Compulsive Buying Behaviour



Source: Primary Data

	Table: 4.37 Rotated Component Matrix[a] - Compulsive buying behaviour				
Sr no	**Variables**	Component			
		1	2	3	4
04	My lifestyle influences my shopping	**.726**			
01	I go for shopping whenever I am upset, disappointed, depressed, angry, or nervous	**.692**			
02	I go for shopping to find fun	**.691**			
07	I would be happier when I could afford to buy more things	**.648**			
09	Shopping makes me confident	**.622**			
03	I am getting pleasure when I go for the shopping	**.526**			
05	I get pleasure when I buy the products at that time when I want	**.498**			
11	I buy even if cannot afford		**.752**		
17	I feel motivated for shop and spend, even when I don't have the time or money		**.743**		

20	I sometime worry about my shopping habits but still i go out and shop to spend money		**.701**		
08	I go to buy expensive things		**.688**		
14	I believe that costly shopping improve self-image		**.550**		
19	When I go to shopping and do purchased in excess, I feel anxious or angry			**.808**	
18	Sometime when I go to shopping and buy in excess than I feel guilty or ashamed			**.781**	
12	I do purchase sometime even if I do not any need			**.586**	
21	For me, shopping is a way to relieve stress			**.556**	
06	I plan to shop before few days ago and then go for shopping			**.509**	
13	I buy the products to respond offers				**.798**
16	I go for shopping to satisfy my strong inner push				**.699**
15	I go for shopping because I want to become impressive in the eyes of others				**.524**
Extraction Method: Principal Component Analysis. **Rotation Method: Varimax with Kaiser Normalization.[a]**					
a. Rotation converged in 6 iterations. ***Source: Primary Data***					

Interpretation:

Rotated component matrix table reflects the relationship strength under one factor between the item and element, and the item's membership. Here it is determined the membership of the item in factor by identifying the highest load in one factor. The load values range from 0 to 1. Value close to 1 suggested maximum loading factor. Another significant thing is that negative sign of the factor is overlooked when deciding factor membership. Generally, loading factor greater than 0.5 is acceptable but as per the Hair (2006) is acceptable for sample size of more than 0.30 factor load. 950 respondents were surveyed on compulsive buying behaviour, and thus 0.30 is considered a reasonable factor load. In this process, the researcher utilized sorted values by size.

4.4.12 Factor Naming- Compulsive buying behaviour.

When the factors have been identified the next step is to describe the factors and to name them. Factor naming is performed in different factors, based on the membership of different items as follows:

Factor 1: Willingness for Compulsive Shopping (WCS)

The first factor is a linear combination of item 01, 02, 03, 04, 05, 07 and 09. All the items are pertaining to I go for shopping whenever I am upset, disappointed, depressed, angry or nervous, I go for shopping to find fun, I am getting pleasure when I go for the shopping, My lifestyle influence my shopping, I get pleasure when I buy the products at that time when I want, I would

be happier when I could afford to buy more things and Shopping makes me confident. Considering these items factor 1 is named as Willingness for Compulsive Shopping (WCS).

The term willingness is state of being able to do something and compulsive shopping is an unnatural habit with shopping that disrupts with the afflicter's everyday life. This ailment is psychological and goes beyond pure consumerism. Symptoms of a compulsive buyer include a shopping addiction, discomfort when not shopping, a continuous desire for shopping and the buying of unnecessary or even unwanted items.

Factor 2: Self Esteem (Sest)

The second factor is a linear combination of item 08, 11, 14, 17 and 20. All the items are pertaining to I go to buy expensive things, I buy even if can't afford, I believe that costly shopping improve self-image, I feel motivated for shop and spend, even when I don't have the time or money and I sometime worry about my shopping habits but still I go out and shop to spend money. Considering these items factor 2 is named as Self Esteem (Sest).

The term self-esteem is buying appealing goods increases consumer self-image and opens their eyes to other options and viewpoints.

Factor 3: Feeling about shopping and spending (FASS)

The third factor is a linear combination of item 08, 11, 14, 17 and 20. All the items are pertaining to I plan to shop before few days ago and then go for shopping, I do purchase sometime even if I don't any need, Sometime when I go to shopping and buy in excess than I feel guilty or ashamed, When I go to shopping and do purchased in excess, I feel anxious or angry and For me, shopping is a way to relieve stress. Considering these items factor 3 is named as Feeling about shopping and spending (FASS).

Feeling about shopping and spending means When you buy anything you don't need and sometimes you don't even want it because you feel stressed out, tired, frustrated, inept, dissatisfied or any number of other emotions. In reality, when we are happy, we spend emotionally also.

Factor 4: Compulsion to Spend (CTS)

The fourth factor is a linear combination of item 13, 15 and 16. All the items are pertaining to I buy the products to respond offers, I go for shopping because I want to become impressive in the eyes of others and I go for shopping to satisfy my strong inner push. Considering these items factor 4 is named as Compulsion to Spend (CTS)

Compulsion to Spend means person go for shopping to responding the offers even if they don't have any need but they buy the products.

- **Reliability and validity of compulsive buying behaviour by using construct measurement technique.**

The aim of the study is to test the appropriateness of each and every aspect of all compulsive buying behaviour factors. Analysis is important to test whether or not reliability in all dimensions is acceptable. The further analysis excludes measurements that have less factor loading. Later part of the study had to use an analysis of confirmatory factors. No assurance of a meaningful model is given by the fit statistics. Researcher would need to check the reliability and validity of measurements for the meaningful model. Researcher will test whether or not the analysis uses the correct variable to describe compulsive buying behaviour. This type of research therefore plays a very important role.

4.4.13 Construct measurement for compulsive buying behaviour:

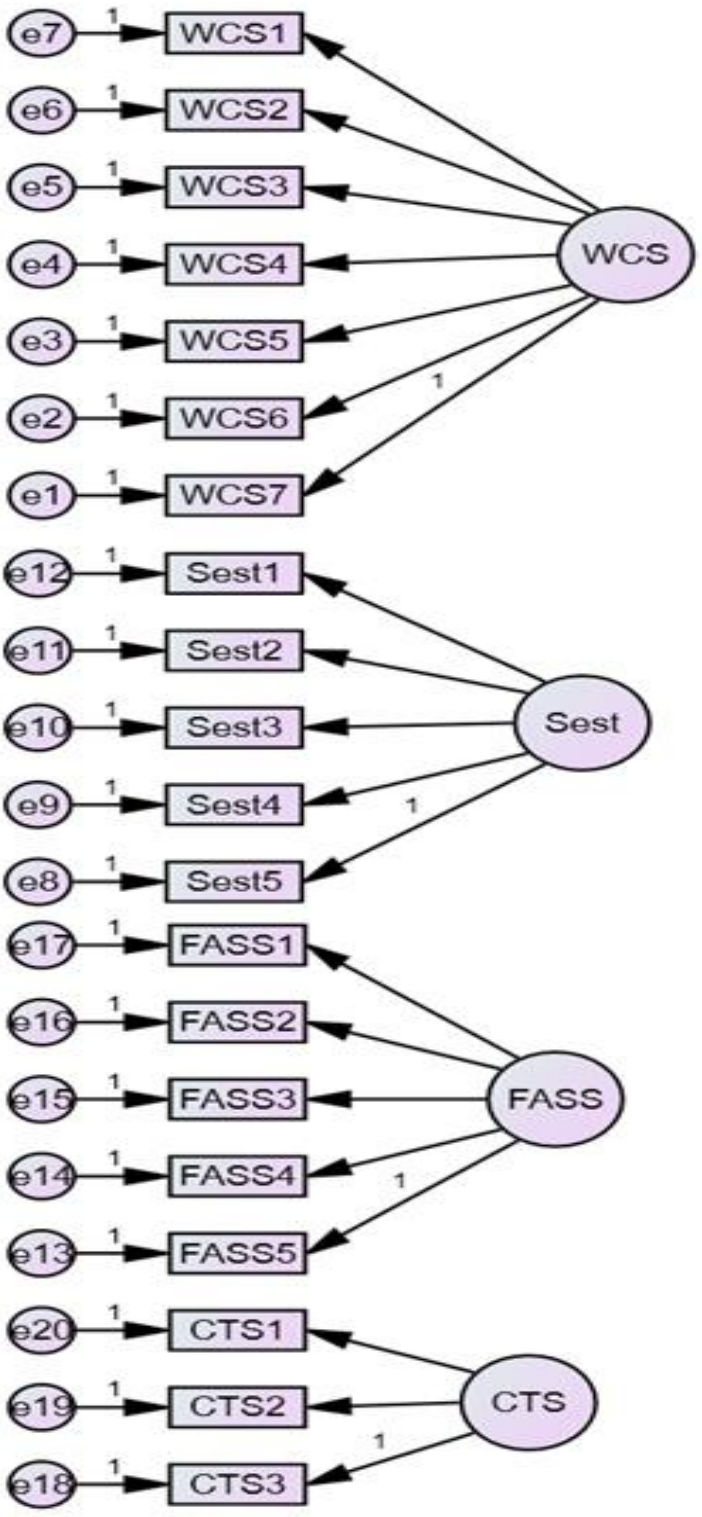
H0: All the dimensions of compulsive buying behaviour (willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend) are not reliable and valid.

H1: All the dimensions of compulsive buying behaviour (willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend) are reliable and valid.

Compulsive buying behaviour: All the four factors extracted from the factor analysis are reviewed as below. The next step is to check reliability and validity of all variables under each factor.

1. Factors of compulsive buying behaviour (willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend):

Figure: 4.27 Measurement model- compulsive buying behaviour



Source: Primary Data

Table 4.38 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
WCS7	<---	WCS	1.000				
WCS6	<---	WCS	1.331	.109	12.238	***	par_1
WCS5	<---	WCS	1.644	.133	12.315	***	par_2
WCS4	<---	WCS	1.692	.146	11.574	***	par_3
WCS3	<---	WCS	1.855	.139	13.342	***	par_4
WCS2	<---	WCS	1.960	.158	12.381	***	par_5
WCS1	<---	WCS	1.914	.151	12.671	***	par_6
Sest5	<---	Sest	1.000				
Sest4	<---	Sest	1.390	.120	11.542	***	par_7
Sest3	<---	Sest	1.529	.138	11.103	***	par_8
Sest2	<---	Sest	1.264	.114	11.101	***	par_9
Sest1	<---	Sest	1.466	.124	11.829	***	par_10
FASS5	<---	FASS	1.000				
FASS4	<---	FASS	1.566	.143	10.951	***	par_11
FASS3	<---	FASS	1.619	.149	10.857	***	par_12
FASS2	<---	FASS	2.092	.173	12.120	***	par_13
FASS1	<---	FASS	2.525	.203	12.461	***	par_14
CTS3	<---	CTS	1.000				
CTS2	<---	CTS	2.059	.207	9.936	***	par_15
CTS1	<---	CTS	1.964	.189	10.398	***	par_16

Table 4.39 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
WCS7	<---	WCS	.497
WCS6	<---	WCS	.595
WCS5	<---	WCS	.602
WCS4	<---	WCS	.540
WCS3	<---	WCS	.714
WCS2	<---	WCS	.608
WCS1	<---	WCS	.637
Sest5	<---	Sest	.450
Sest4	<---	Sest	.674
Sest3	<---	Sest	.610
Sest2	<---	Sest	.609
Sest1	<---	Sest	.736
FASS5	<---	FASS	.450
FASS4	<---	FASS	.554
FASS3	<---	FASS	.545
FASS2	<---	FASS	.703
FASS1	<---	FASS	.825
CTS3	<---	CTS	.459
CTS2	<---	CTS	.744
CTS1	<---	CTS	.688

WCS1 to WCS7, Sest1 to Sest5, FASS1 to FASS5 and CTS1 to CTS3 reflect statements of the structured questionnaire used in this study to assess willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend. e1 to e20 represents

error term of measurement. The factor loadings of observed variables are reliability estimates for the individual construct mentioned above tables. All factor loadings by Kline (1998)[20] are above suggested limit of .50 except wcs4, sest5, fass5 and cts3. Looking at their level of significance 0.05 in above, the weights of regression are significant. To boost the statistics wcs4, sest5, fass5 and cts3 need to be omitted for further review.

Table 4.40 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
CTS1	.474
CTS2	.553
CTS3	.211
FASS1	.681
FASS2	.494
FASS3	.297
FASS4	.307
FASS5	.203
Sest1	.542
Sest2	.371
Sest3	.372
Sest4	.454
Sest5	.203
WCS1	.405
WCS2	.370
WCS3	.509
WCS4	.247
WCS5	.363
WCS6	.354
WCS7	.291

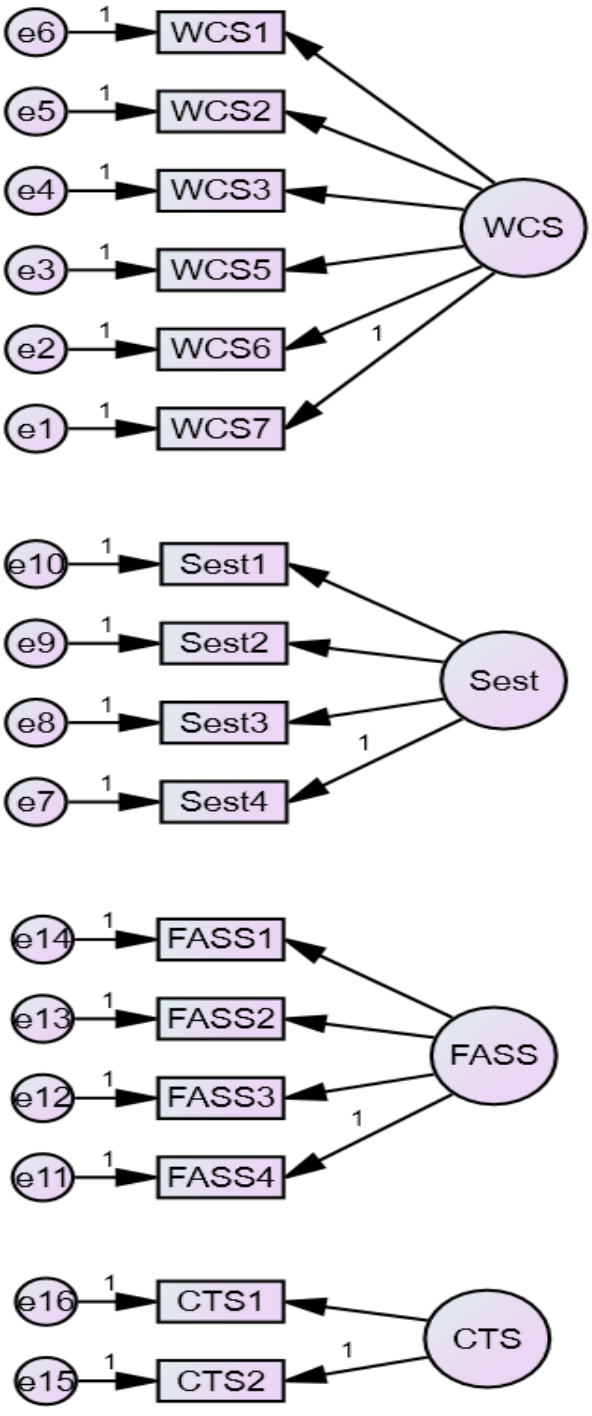
According to Cohen (1992)[21], the R2 value 0.12 or lower indicates low fit, the value 0.13 to 0.25 indicates medium fit and the value 0.26 above indicates a high fit effect size for the arts, humanities, and social sciences research. Table 4.40, the R2 (Squared Multiple Correlations Estimate Loading) relating to all observed variable shows that the respective factors explain respectable portions of the variance after eliminating wcs4, sest5, fass5 and cts3 from.29 to.68 i.e., 29 per cent to 68 per cent. It means element must reach the same dimension of values.

Based on the outcome obtained, it is evident that the model is well established, so we can conclude that all dimensions of willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend seem well suited to measuring compulsive buying behaviour.

Here, researcher needs to run model again after removing wcs4, sest5, fass5 and cts3 from the statistics to boost the validity and reliability of all compulsive buying behaviour dimensions.

1. 1 Factors of compulsive buying behaviour (willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend):

Figure: 4.28 Measurement model- compulsive buying behaviour



Source: Primary Data

Table 4.41 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
WCS7	<---	WCS	1				
WCS6	<---	WCS	1.475	0.119	12.394	***	par_1
WCS5	<---	WCS	1.558	0.135	11.512	***	par_2
WCS3	<---	WCS	2.04	0.154	13.215	***	par_3
WCS2	<---	WCS	1.992	0.166	12.011	***	par_4
WCS1	<---	WCS	1.785	0.152	11.762	***	par_5
Sest4	<---	Sest	1				
Sest3	<---	Sest	1.108	0.075	14.815	***	par_6
Sest2	<---	Sest	0.891	0.061	14.533	***	par_7
Sest1	<---	Sest	1.007	0.064	15.851	***	par_8
FASS4	<---	FASS	1				
FASS3	<---	FASS	1.04	0.087	11.959	***	par_9
FASS2	<---	FASS	1.412	0.099	14.207	***	par_10
FASS1	<---	FASS	1.708	0.12	14.283	***	par_11
CTS2	<---	CTS	1				
CTS1	<---	CTS	1.769	0.239	7.388	***	par_12

Table 4.42 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
WCS7	<---	WCS	0.785
WCS6	<---	WCS	0.644
WCS5	<---	WCS	0.757
WCS3	<---	WCS	0.766
WCS2	<---	WCS	0.604
WCS1	<---	WCS	0.78
Sest4	<---	Sest	0.686
Sest3	<---	Sest	0.725
Sest2	<---	Sest	0.708
Sest1	<---	Sest	0.715
FASS4	<---	FASS	0.632
FASS3	<---	FASS	0.727
FASS2	<---	FASS	0.713
FASS1	<---	FASS	0.84
CTS2	<---	CTS	0.727
CTS1	<---	CTS	0.705

From Figure 4.42 we can see that statistics have improved significantly since eliminating wcs4, sest5, fass5 and cts3 from the study. Reliability estimates of individual constructs are defined above as the factor loadings of observed variables. All factor loadings by Kline (1998) are above suggested limit of .50. Looking at their level of significance 0.05 in above, the weights of regression are significant.

Table 4.43 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
CTS1	0.497
CTS2	0.528
FASS1	0.705
FASS2	0.509
FASS3	0.277
FASS4	0.283
Sest1	0.512
Sest2	0.369
Sest3	0.390
Sest4	0.470
WCS1	0.336
WCS2	0.364
WCS3	0.587
WCS5	0.311
WCS6	0.415
WCS7	0.335

The R2 (Squared Multiple Correlations Estimate Loading) relating to all observed variable shows, in addition to the above Table 4.43, that the respective factors explain respectable portions of the variance (between.27 to.70 i.e., 27 to 70 per cent). It means element must tap the same dimension of values.

We can also conclude that the approximate reliability of all items of willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend are extremely strong.

Based on the result obtained, it is evident that the model is well validated, so we can conclude that all dimensions of willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend seem well suited to measuring compulsive buying behaviour.

Validity & Reliability Check

Table 4.44 Convergent Validity- Compulsive buying behaviour					
Constructs	Indicator Variables	Standardized Loading	t-values/ Critical Ratio	Composite reliability (CR)	Average Variance Extracted (AVE)
Willingness for Compulsive	WCS7	0.785		0.87	0.53
	WCS6	0.644	12.394		

Shopping (WCS)	WCS5	0.757	11.512		
	WCS3	0.766	13.215		
	WCS2	0.604	12.011		
	WCS1	0.78	11.762		
Self Esteem (Sest)	Sest4	0.686		0.79	0.50
	Sest3	0.725	14.815		
	Sest2	0.708	14.533		
	Sest1	0.715	15.851		
Feeling about shopping and spending (FASS)	FASS4	0.632		0.80	0.54
	FASS3	0.727	11.959		
	FASS2	0.713	14.207		
	FASS1	0.84	14.283		
Compulsion to Spend (CTS)	CTS2	0.727		0.74	0.51
	CTS1	0.705	7.388		
Source: Primary Data					

Converge Validity

According to Hair (2006) a high proportion of variation called convergent validity should be shared by items that are indicators of a specific construction. When the loading on each factor is greater than 0.5, a converging validity may occur (Hair, 2006). From the above Table 4.44 it is obvious that the loading of items of all four variables is 0.5 or higher than 0.5, which means that these variables converge on a common point of the Latent Variable. This confirms the convergent validity at a substantial 0.05 stage. It can be concluded from the above data that factors of compulsive buying behaviour are valid and reliable.

Discriminant Validity

Table 4.45: Discriminant validity- Compulsive buying behaviour

		Average AVE of two Constructs	**Square Correlation Value**
WCS	↔ Sest	0.5148	0.0015
WCS	↔ FASS	0.5314	0.4134
WCS	↔ CTS	0.5201	0.3283
Sest	↔ FASS	0.5188	0.0671
Sest	↔ CTS	0.5075	0.0001
FASS	↔ CTS	0.5241	0.2333

Discriminant validity is the degree to which one construct is truly different from the other. According to Hair (2006), to fulfill the condition of discriminant validity, the average AVE of two constructs must be greater than the square of their correlations. The average AVE value and

square correlation values of all constructs satisfy the condition in the above table 4.45, so it can be concluded that the factor structure's discriminating validity is verified.

Reliability Test Using Cronbach Alpha:

Table 4.46 Reliability Tests of factors- Compulsive buying behaviour

Sr. No	Name of Factors	No of Items	Reliability (Cronbach's Alpha)
1	Willingness for Compulsive Shopping	06	0.77
2	Self-Esteem	04	0.75
3	Feeling about Shopping and Spending	04	0.75
4	Compulsion to spend	02	0.73

The reliability test of factors taken for compulsive buying behaviour as shown above Table 4.46. As we can see that all of the Cronbach alpha value is above 0.70, we can consider that all compulsive buying behaviour variables are accurate. Accordingly, it is clear from the above test that null hypothesis is refused and suggests that all compulsive buying behaviour variables are reliable and valid.

4.4.14 CFA model for Compulsive buying behaviour.

SPSS AMOS software has been used to test the impact on various factors of compulsive buying behaviour among consumers. Researcher checked relevant literature at an earlier stage to find out variables of the research model i.e., compulsive buying behaviour. Four factors of compulsive buying behaviour are derived with the aid of exploratory factor analysis technique. Confirmatory factor analysis technique was used to check whether or not the primary source data gathered fit a hypothesized measurement model.

In total two models are evolved as below with the help of SPSS AMOS software.
Model 1 represents Confirmatory Factor Analysis model of compulsive buying behaviour.
Model 2 represents second order CFA model of compulsive buying behaviour.

H0: There is no significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending, self-esteem and compulsion to spend.

H1: There is a significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending, self-esteem and compulsion to spend.

Further analysis is as follows.

The Model under Study:

Total four factors are extracted in Exploratory Factor Analysis and based on it following factor structure is developed. Confirmatory factor analysis is used to verify and confirmed this structure. In the following structure willingness for compulsive shopping (wcs), feeling about shopping and spending (fass), self-esteem (sest) and compulsion to spend (cts) are the observed variables and compulsive buying behaviour (cbb) is latent variables in the following factor structure.

There are 16 observed variables, as indicated by the 16 rectangles.

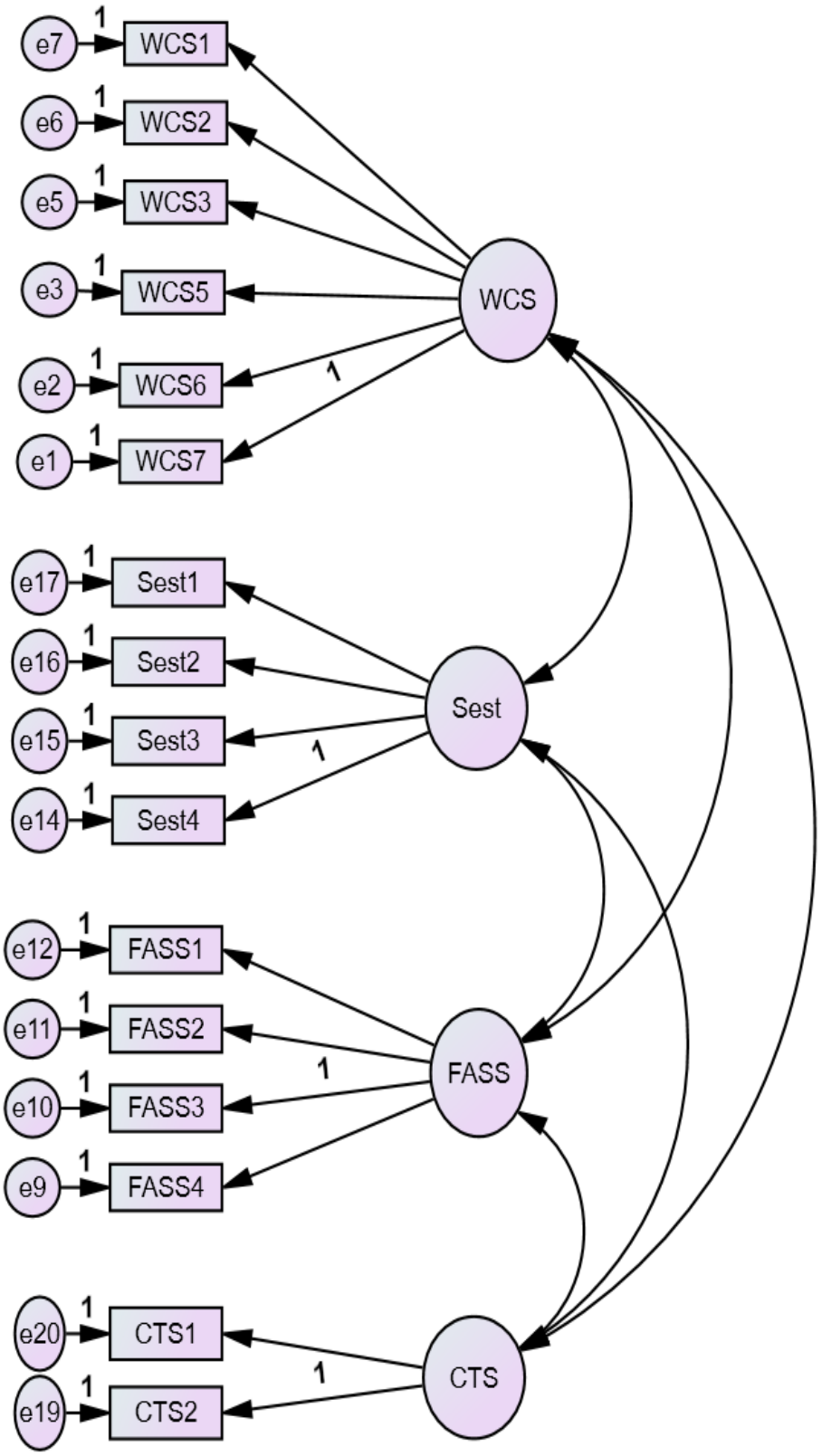
The observed variables load on the factors in the following pattern:

- Statements WCS1, WCS2, WCS3, WCS5, WCS6 and WCS7 are for willingness for compulsive shopping.
- Statements Sest1, Sest2 Sest3 and Sest4 are for self-esteem.
- Statements FASS1, FASS2, FASS3 and FASS4 are for feeling about shopping and spending.
- Statements CTS1, CTS2 and CTS3 are for compulsion to spend.

Each observed variable loads on one and only one factor.

Errors of measurement associated with each observed variable are also shown in the figure.

Figure: 4.29 CFA- Compulsive buying behaviour



Source: Primary Data

Table 4.47 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
WCS7	<---	WCS	1.000				
WCS6	<---	WCS	1.291	.100	12.911	***	par_1
WCS5	<---	WCS	1.552	.120	12.890	***	par_2
WCS3	<---	WCS	1.574	.119	13.182	***	par_3
WCS2	<---	WCS	1.635	.137	11.947	***	par_4
WCS1	<---	WCS	1.670	.131	12.717	***	par_5
Sest4	<---	Sest	1.149	.072	16.062	***	par_6
Sest3	<---	Sest	1.000				
Sest2	<---	Sest	.706	.064	10.988	***	par_7
Sest1	<---	Sest	.935	.069	13.586	***	par_8
FASS4	<---	FASS	1.000				
FASS3	<---	FASS	1.081	.072	14.929	***	par_9
FASS2	<---	FASS	.867	.059	14.602	***	par_10
FASS1	<---	FASS	.998	.062	16.195	***	par_11
CTS2	<---	CTS	1.000				
CTS1	<---	CTS	.763	.060	12.720	***	par_12

Table 4.48 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
WCS7	<---	WCS	.531
WCS6	<---	WCS	.617
WCS5	<---	WCS	.607
WCS3	<---	WCS	.646
WCS2	<---	WCS	.542
WCS1	<---	WCS	.593
Sest4	<---	Sest	.755
Sest3	<---	Sest	.625
Sest2	<---	Sest	.540
Sest1	<---	Sest	.568
FASS4	<---	FASS	.695
FASS3	<---	FASS	.618
FASS2	<---	FASS	.599
FASS1	<---	FASS	.718
CTS2	<---	CTS	.832
CTS1	<---	CTS	.616

The factor loading of observed variables listed in table 4.48 are reliability estimates of individual constructs. All factor loadings by Kline (1998) are above suggested limit of 0.50. Looking at their level of significance 0.05 in above, the weights of regression are significant.

Table 4.49 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
CTS1	.379
CTS2	.692
Sest1	.516
Sest2	.359
Sest3	.382
Sest4	.483
FASS1	.322
FASS2	.194
FASS3	.391
FASS4	.570
WCS1	.352
WCS2	.294
WCS3	.417
WCS5	.369
WCS6	.380
WCS7	.282

In addition to Table 4.49 above, the R2 (Squared Multiple Correlations Estimate Loading) relating to all observed variable shows that the respective variables explain respectable portions of the variance from.28 to.69, i.e., 28 to 69 per cent. It means element must tap the same dimension of values. We might also conclude that it is reasonably good to measure the reliability of all compulsive buying behaviour.

Based on the results obtained, it is evident that the model is well developed, so we can conclude that all dimensions of compulsive buying behaviour seem highly appropriate for measuring compulsive buying behaviour.

Model Fit Summary

Assessing Measurement Model Validity:

Table 4.50 displays different factors for the Factor Loadings. As indicated by Hair et al. (2009), the recommended factor loading value would exceed 0.5. Since most Factor loadings are greater than 0.5, the validity of the construct is confirmed.

Table 4.50 Factors Loading- compulsive buying behaviour		
Factors	Variables	Estimate
Willingness for compulsive shopping	WCS1	.593
	WCS2	.542
	WCS3	.646
	WCS5	.607
	WCS6	.617
	WCS7	.531
Self-esteem	Sest1	.568
	Sest2	.540
	Sest3	.625
	Sest4	.755
Feeling about shopping and	FASS1	.718
	FASS2	.599
	FASS3	.618
	FASS4	.695
Compulsion to spend	CTS1	.616
	CTS2	.832

Table 4.51 Models Fit Summary					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	41	621.887	95	.000	6.546

Focusing on the first set of fit statistics we see the labels NPAR (parameter number), CMIN (minimum discrepancy), DF (degree of freedom), P (probability value), and CMIN / DF. Under CMIN, the value of 621.887 reflects the difference between the unrestricted sample covariance matrix S and the restricted covariance matrix $\Sigma(\theta)$ hierarchy and, in essence, reflects the statistics of the Likelihood Ratio Test, most generally represented as a statistic of $\chi 2$. The test of H0, the compulsive buying behaviour Model fits the data yielded a value of 621.887, with 95 degrees of freedom and a probability of not less than .010 ($p < 0.01$), thus indicating that the fit of the data to the hypothesized model is completely appropriate.

One of the first fit statistics to address this problem was the $\chi 2$/degrees of freedom ratio (Wheaton, Muthen, Alwin, & Summers, 1977)[22], which appears as CMIN / DF is 6.546 (Standard Recommended value is < = 5). However, the value researcher listed seems unusual, but the fit of the model does not depend solely on the value (i.e., CMIN / df); rather researcher have to integrate other indices in interpreting the analysis (e.g., CFI, GFI, NFI, RMSEA, etc.)

Table 4.52 GFI & AGFI		
Model	GFI	AGFI
Default model	.918	.882

Goodness-of-fit (GFI) and Adjusted GFI (AGFI) are the next predictor. Table 4.52 shows that GFI is higher than 0.9, and that AGFI is closer to 0.9, which suggests good fit.

Table 4.53 Baseline Comparisons					
Model	NFI Delt1	RFI rh1	IFI Delta2	TLI rho2	CFI
Default model	.867	.832	.885	.854	.885

According to Hu & Bentler (1995), Marsh (1988), the next sets of fit statistics goodness are called baseline comparisons that can be categorized as incremental or comparative fit indices. Addressing proof that the NFI (normed fit index) has shown a tendency to underestimate fit in small samples, bentler (1990) has updated the NFI to take into account sample size and introduced a comparative fit index (CFI). Values range from 0 to 1 for both NFI and CFI. The value of more than 0.90 is known to be a good fit model (Bentler, 1992). For this study value is 0.885 for CFI and 0.867 for NFI which suggests the model's good fit. Relative fit index (RFI) is an NFI derivative, values ranging from 0 to 1, with values close to .95 suggesting superior fit (Hu & Bentler, 1999). In this case the value is 0.832 which suggests the model's moderate fit.

Table 4.54 RMSEA				
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.076	.071	.082	.000

The next set of fit statistics focuses on root mean square error of approximation (RMSEA). This index and the conceptual framework through which it is incorporated was first proposed by Steiger and Lind in 1980, it was only recently recognized as one of the most useful parameters in the modeling of covariance structures. According to Browne & Cudeck (1993)[23] values below 0.05 indicate good fit, and values as high as 0.08 reflect acceptable approximation errors in the population. Maccallum (1996) expanded and noted that RMSEA values from 0.08 to 0.10 indicate moderate fit, and those greater than 0.10 indicate poor fit. Hu and Bentler (1999) proposed a value of 0.06 to show that the expected model and observed data match well. In this analysis the RMSEA value is 0.076 which indicates a reasonably good model fit.

So, it can be concluded on the basis of our goodness-of-fit results that the hypothesized that the model fits reasonably well with the sample data.

Second Order Confirmatory Factor Analysis Model of Compulsive buying behaviour

- Second Order Confirmatory Factor Analysis Model of Compulsive buying behaviour with all four Dimensions (willingness for compulsive shopping (wcs), feeling about shopping and spending (fass), self-esteem (sest) and compulsion to spend (cts)

The Model under Study:

Total four factors are extracted in Exploratory Factor Analysis and based on it following factor structure is developed. Confirmatory factor analysis is used to verify and confirmed this structure. In the following structure willingness for compulsive shopping (wcs), feeling about shopping and spending (fass), self-esteem (sest) and compulsion to spend (cts) are the observed variables and compulsive buying behaviour (cbb) is latent variables in the following factor structure.

There are 16 observed variables, as indicated by the 16 rectangles.

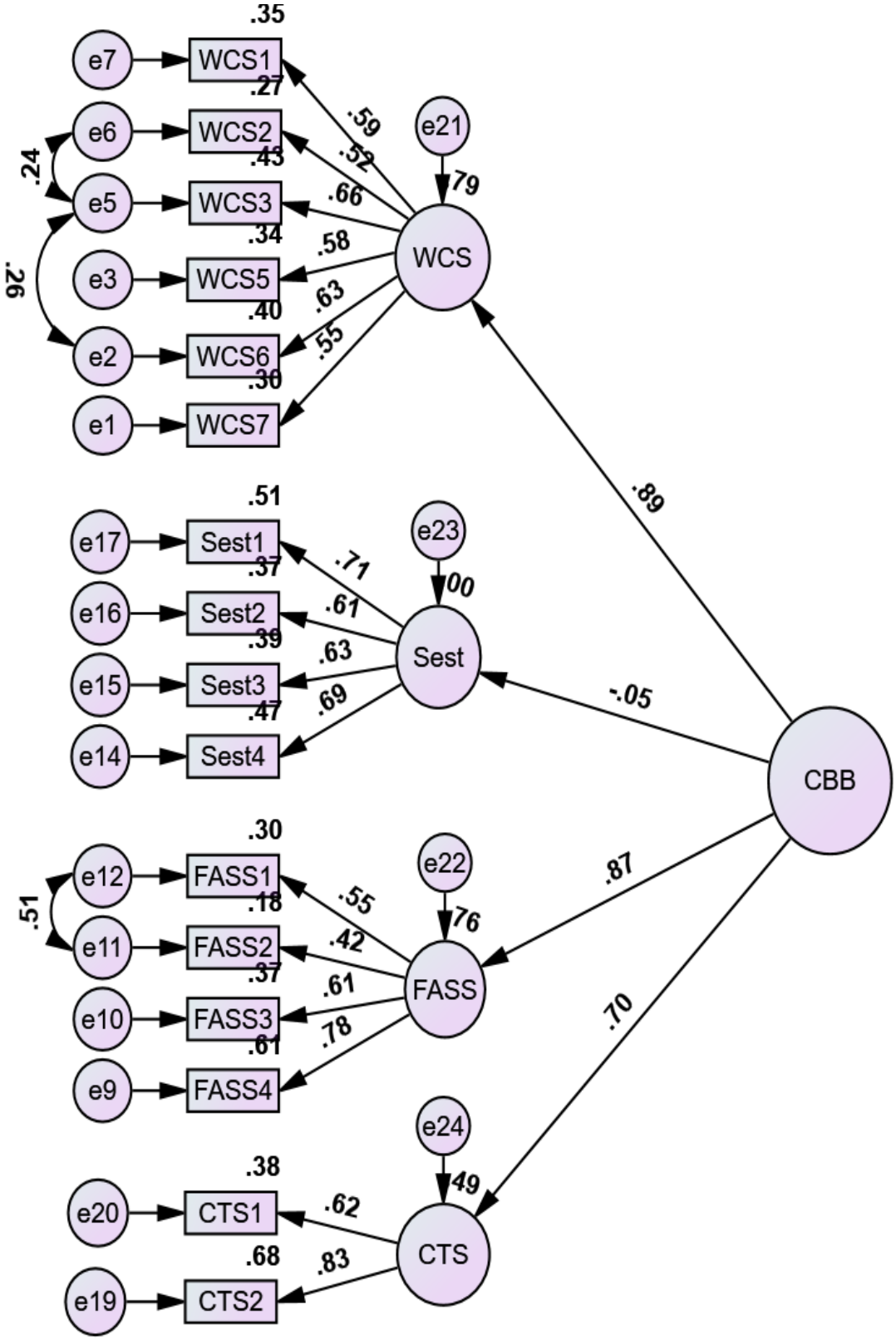
The observed variables load on the factors in the following pattern:

- Statements WCS1, WCS2, WCS3, WCS5, WCS6 and WCS7 are for willingness for compulsive shopping.
- Statements Sest1, Sest2 Sest3 and Sest4 are for self-esteem.
- Statements FASS1, FASS2, FASS3 and FASS4 are for feeling about shopping and spending.
- Statements CTS1, CTS2 and CTS3 are for compulsion to spend.

Each observed variable loads on one and only one factor.

Errors of measurement associated with each observed variable are also shown in the figure.

Figure: 4.30 Second Order CFA of Compulsive buying behaviour



Source: Primary Data

Table 4.55 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
WCS	<---	CBB	1.000				
CTS	<---	CBB	1.786	.159	11.249	***	par_13
Sest	<---	CBB	-.074	.063	-1.169	.242	par_17
FASS	<---	CBB	1.502	.146	10.286	***	par_18
WCS7	<---	WCS	1.000				
WCS6	<---	WCS	1.289	.096	13.402	***	par_1
WCS5	<---	WCS	1.445	.112	12.856	***	par_2
WCS3	<---	WCS	1.550	.114	13.588	***	par_3
WCS2	<---	WCS	1.529	.129	11.867	***	par_4
WCS1	<---	WCS	1.610	.124	12.950	***	par_5
FASS4	<---	FASS	1.219	.077	15.729	***	par_6
FASS3	<---	FASS	1.000				
FASS2	<---	FASS	.695	.066	10.511	***	par_7
FASS1	<---	FASS	.929	.071	13.062	***	par_8
Sest4	<---	Sest	1.000				
Sest3	<---	Sest	1.105	.074	14.853	***	par_9
Sest2	<---	Sest	.886	.061	14.540	***	par_10
Sest1	<---	Sest	1.000	.063	15.865	***	par_11
CTS2	<---	CTS	1.000				
CTS1	<---	CTS	.772	.060	12.762	***	par_12

Table 4.56 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
WCS	<---	CBB	.892
CTS	<---	CBB	.700
Sest	<---	CBB	-.050
FASS	<---	CBB	.869
WCS7	<---	WCS	.547
WCS6	<---	WCS	.635
WCS5	<---	WCS	.583
WCS3	<---	WCS	.656
WCS2	<---	WCS	.523
WCS1	<---	WCS	.590
FASS4	<---	FASS	.780
FASS3	<---	FASS	.609
FASS2	<---	FASS	.422
FASS1	<---	FASS	.549
Sest4	<---	Sest	.688
Sest3	<---	Sest	.625
Sest2	<---	Sest	.607
Sest1	<---	Sest	.713
CTS2	<---	CTS	.827
CTS1	<---	CTS	.619

Reliability estimates of individual constructs are described above as the factor loadings of observed variables. Majority of factor loadings are indicated by Kline (1998) above the mark of .50. Looking

at all their level of significance 0.05 above, expect sest to cbb, all weights of regression are significant except sest to cbb.

Table 4.57 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
CTS	.491
Sest	.003
FASS	.755
WCS	.795
CTS1	.383
CTS2	.684
Sest1	.508
Sest2	.368
Sest3	.391
Sest4	.474
FASS1	.302
FASS2	.178
FASS3	.371
FASS4	.609
WCS1	.348
WCS2	.273
WCS3	.430
WCS5	.340
WCS6	.403
WCS7	.300

The R2 (Squared Multiple Correlations Estimate Loading) relating to all observed variable shows, in addition to the above table 4.57, that the respective variables explain respectable portions of the variance (between.27 and.79 i.e., 27 per cent to 79 per cent) excluding sest. It means item should tap the same dimension of values. We could also assume that it is fair to estimate the reliability of all items of compulsive buying behaviour except sest.

Based on the result obtained, it is clear that the model is well developed, and we can assume that all aspects of compulsive buying behaviour appear highly appropriate for evaluating compulsive buying behaviour.

Model Fit Summary

Assessing Measurement Model Validity:

Table 4.58 displays various factors for the Factor Loadings. As indicated by Hair et al. (2009), the recommended factor loading value would exceed 0.5. Since most Factor loadings are greater than 0.5, the validity of the construct is confirmed.

Table 4.58 Factors Loading- compulsive buying behaviour		
Factors	Variables	Estimate
Willingness for compulsive shopping	WCS1	.590
	WCS2	.523
	WCS3	.656
	WCS5	.583
	WCS6	.635
	WCS7	.547
Self-esteem	Sest1	.713
	Sest2	.607
	Sest3	.625
	Sest4	.688
Feeling about shopping and	FASS1	.549
	FASS2	.422
	FASS3	.609
	FASS4	.780
Compulsion to spend	CTS1	.619
	CTS2	.827

Table 4.59 Models Fit Summary					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	663.356	97	.000	6.839

Focusing on the first set of fit statistics we see the labels NPAR (parameter number), CMIN (minimum discrepancy), DF (degree of freedom), P (probability value), and CMIN / DF. Under CMIN, the value of 663.356 reflects the discrepancy between the unrestricted sample covariance matrix S and the restricted covariance matrix $\Sigma(\theta)$ and, in essence, reflects the statistics of the Likelihood Ratio Test, most frequently expressed as a statistic of $\chi 2$. The test of H0, the compulsive buying behaviour Model fits the data yielded a $\chi 2$ value of 663.356, with 97 degrees of freedom and a probability of not less than .010 ($p < 0.01$), thus indicating the the fit of the data to the hypothesized model is fully acceptable.

One of the first fit statistics to address this problem was the $\chi 2$/degrees of freedom ratio (Wheaton, Muthen, Alwin, & Summers, 1977), which appears as CMIN/DF is 6.839 (Standard Recommended value is <= 5). However, the value researcher listed seems unusual, but the fit of the model does not depend on the value (i.e., CMIN / df); rather researcher have to integrate other indices in interpreting the analysis (e.g., CFI, GFI, NFI, RMSEA, etc.)

Table 4.60 GFI & AGFI		
Model	GFI	AGFI
Default model	.910	.875

Goodness-of-fit (GFI) and Adjusted GFI (AGFI) are the next predictor. Table 4.60 shows that GFI is higher than 0.9, and that AGFI is nearer to 0.9, which suggests good fit.

Table 4.61 Baseline Comparisons					
Model	NFI Delt1	RFI rh1	IFI Delta2	TLI rho2	CFI
Default model	.858	.825	.877	.846	.876

According to Hu & Bentler (1995), Marsh (1988), the next sets of fit statistics goodness are called baseline comparisons that can be categorized as incremental or comparative fit indices. Addressing proof that the NFI (normed fit index) has shown a tendency to underestimate fit in small samples, bentler (1990) has revised the NFI to take into account sample size and introduced a comparative fit index (CFI). Values range from 0 to 1. for both NFI and CFI. The value of more than 0.90 is known to be a good fit model (Bentler, 1992). For this study value is 0.876 for CFI and 0.858 for NFI which suggests the model's good fit. Relative fit index (RFI) is an NFI derivative, values ranging from 0 to 1, with values close to .95 suggesting superior fit (Hu & Bentler, 1999). In this case the value is 0.825 which suggests the model's moderate fit.

Table 4.62 RMSEA				
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.078	.073	.084	.000

The next set of fit statistics focuses on root mean square error of approximation (RMSEA). This index and the conceptual framework through which it is incorporated was first proposed by Steiger and Lind in 1980, it was only recently recognized as one of the most useful parameters in the modeling of covariance structures.

According to Browne & Cudeck (1993), values below 0.05 imply good fit, and values as high as 0.08 constitute rational approximation errors in the population. Maccallum (1996) expanded and noted that RMSEA values from 0.08 to 0.10 indicate moderate fit, and those greater than 0.10 indicate poor fit. Hu and Bentler (1999) proposed a value of 0.06 to show that the expected model and observed data match well. In this analysis the RMSEA value is 0.078 which indicates a reasonably good fit of the model.

So, it can be concluded on the basis of our goodness-of-fit results that the hypothesized that the model fits reasonably well with the sample data.

Findings:

- The collected data fits well in the explored hypothesized model. Thus, null hypothesis is rejected means there is a significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending and compulsion to spend.
- But null hypothesis is failed to reject means there is no significant impact of compulsive buying behaviour among consumers on factor 'Self Esteem'.

➢ **To study the impact of impulsive buying behaviour among consumers on various factors.**

4.4.15 Appropriateness of Factor Analysis - Impulsive buying behaviour

Table 4.63 KMO and Bartlett's Test- Impulsive buying behaviour

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.906
Bartlett's Test of Sphericity	Approx. Chi-Square	6761.058
	df	136
	Sig.	.000

Source: Primary Data

Interpretation:

The significance value of Bartlett's Sphericity Test is 0.00 which is less than 0.05 which stipulates that data is normal and acceptable for factor analysis as multivariate. In addition, the KMO value is 0.906 which means that the data set is considered highly suited for factor analysis.

4.4.16 Anti Image Matrices- Impulsive buying behaviour

Interpretation:

Table 4.64 provides correlation values of 20 Impulsive buying behaviour variables. Sampling adequacy is calculated by diagonal values of all the variables represented in the second half of the table. Since all variables have partial correlation values higher than 0.5, it can be interpreted that all 17 Impulsive buying behaviour variables have functional and statistical significance, and data is appropriate for factor analysis.

Table 4.64 Anti Image Matrices- Impulsive buying behaviour

Anti-image Matrices																		
		VAR1	VAR2	VAR3	VAR4	VAR5	VAR6	VAR7	VAR8	VAR9	VAR10	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16	VAR17
Anti-image Covariance	VAR1	0.68	-0.04	-0.05	0.02	0.02	-0.01	-0.03	-0.03	-0.02	-0.09	0.03	-0.04	-0.10	-0.05	0.02	-0.02	0.01
	VAR2	-0.04	0.39	-0.17	-0.09	0.03	-0.06	-0.04	-0.04	-0.02	0.01	0.05	0.02	-0.04	-0.04	0.05	-0.05	-0.05
	VAR3	-0.05	-0.17	0.57	-0.05	0.01	0.02	0.02	-0.03	-0.01	0.00	-0.03	-0.14	0.01	-0.01	-0.06	0.03	-0.05
	VAR4	0.02	-0.09	-0.05	0.64	-0.10	-0.03	0.00	0.02	0.00	-0.02	-0.03	0.01	-0.02	0.01	-0.05	-0.07	-0.03
	VAR5	0.02	0.03	0.01	-0.10	0.41	-0.27	-0.01	-0.04	-0.01	0.00	0.00	-0.03	-0.01	0.00	-0.04	0.00	0.02
	VAR6	-0.01	-0.06	0.02	-0.03	-0.27	0.39	-0.01	0.02	0.00	0.01	0.00	-0.01	-0.03	-0.01	0.03	-0.01	-0.03
	VAR7	-0.03	-0.04	0.02	0.00	-0.01	-0.01	0.50	-0.13	-0.15	0.00	-0.02	0.00	-0.03	-0.01	-0.01	0.01	0.00
	VAR8	-0.03	-0.04	-0.03	0.02	-0.04	0.02	-0.13	0.47	-0.07	0.01	-0.02	0.00	0.02	-0.07	0.00	-0.04	-0.02
	VAR9	-0.02	-0.02	-0.01	0.00	-0.01	0.00	-0.15	-0.07	0.38	-0.06	0.03	0.01	0.03	-0.09	0.01	-0.02	-0.08
	VAR10	-0.09	0.01	0.00	-0.02	0.00	0.01	0.00	0.01	-0.06	0.59	-0.04	-0.09	-0.19	-0.01	0.02	-0.09	-0.02
	VAR11	0.03	0.05	-0.03	-0.03	0.00	0.00	-0.02	-0.02	0.03	-0.04	0.85	-0.15	-0.06	-0.01	-0.12	0.06	0.05
	VAR12	-0.04	0.02	-0.14	0.01	-0.03	-0.01	0.00	0.00	0.01	-0.09	-0.15	0.69	-0.06	0.02	-0.12	0.01	-0.07
	VAR13	-0.10	-0.04	0.01	-0.02	-0.01	-0.03	-0.03	0.02	0.03	-0.19	-0.06	-0.06	0.67	-0.04	-0.11	0.03	-0.02
	VAR14	-0.05	-0.04	-0.01	0.01	0.00	-0.01	-0.01	-0.07	-0.09	-0.01	-0.01	0.02	-0.04	0.51	0.05	-0.06	-0.06
	VAR15	0.02	0.05	-0.06	-0.05	-0.04	0.03	-0.01	0.00	0.01	0.02	-0.12	-0.12	-0.11	0.05	0.86	-0.04	0.05
	VAR16	-0.02	-0.05	0.03	-0.07	0.00	-0.01	0.01	-0.04	-0.02	-0.09	0.06	0.01	0.03	-0.06	-0.04	0.52	-0.12
	VAR17	0.01	-0.05	-0.05	-0.03	0.02	-0.03	0.00	-0.02	-0.08	-0.02	0.05	-0.07	-0.02	-0.06	0.05	-0.12	0.42
Anti-image Correlation	VAR1	.957[a]	-0.07	-0.08	0.04	0.03	-0.03	-0.06	-0.06	-0.04	-0.13	0.04	-0.06	-0.14	-0.09	0.02	-0.04	0.01
	VAR2	-0.07	.922[a]	-0.35	-0.18	0.08	-0.15	-0.09	-0.10	-0.06	0.01	0.09	0.04	-0.08	-0.09	0.08	-0.11	-0.12
	VAR3	-0.08	-0.35	.902[a]	-0.08	0.02	0.05	0.04	-0.07	-0.03	0.01	-0.04	-0.22	0.02	-0.02	-0.09	0.05	-0.10
	VAR4	0.04	-0.18	-0.08	.942[a]	-0.19	-0.07	0.00	0.03	0.01	-0.03	-0.04	0.01	-0.02	0.01	-0.06	-0.12	-0.07
	VAR5	0.03	0.08	0.02	-0.19	.757[a]	-0.67	-0.02	-0.09	-0.02	-0.01	0.00	-0.06	-0.01	0.01	-0.07	0.00	0.05
	VAR6	-0.03	-0.15	0.05	-0.07	-0.67	.800[a]	-0.03	0.04	0.01	0.01	0.01	-0.02	-0.07	-0.02	0.05	-0.03	-0.06
	VAR7	-0.06	-0.09	0.04	0.00	-0.02	-0.03	.922[a]	-0.28	-0.34	0.00	-0.03	0.00	-0.05	-0.02	-0.01	0.02	0.01
	VAR8	-0.06	-0.10	-0.07	0.03	-0.09	0.04	-0.28	.942[a]	-0.18	0.01	-0.03	0.00	0.04	-0.14	0.00	-0.09	-0.05
	VAR9	-0.04	-0.06	-0.03	0.01	-0.02	0.01	-0.34	-0.18	.925[a]	-0.12	0.06	0.01	0.05	-0.21	0.01	-0.04	-0.20
	VAR10	-0.13	0.01	0.01	-0.03	-0.01	0.01	0.00	0.01	-0.12	.919[a]	-0.05	-0.14	-0.30	-0.02	0.03	-0.17	-0.05
	VAR11	0.04	0.09	-0.04	-0.04	0.00	0.01	-0.03	-0.03	0.06	-0.05	.659[a]	-0.20	-0.08	-0.02	-0.14	0.09	0.09
	VAR12	-0.06	0.04	-0.22	0.01	-0.06	-0.02	0.00	0.00	0.01	-0.14	-0.20	.874[a]	-0.08	0.03	-0.16	0.02	-0.13
	VAR13	-0.14	-0.08	0.02	-0.02	-0.01	-0.07	-0.05	0.04	0.05	-0.30	-0.08	-0.08	.891[a]	-0.06	-0.15	0.05	-0.04
	VAR14	-0.09	-0.09	-0.02	0.01	0.01	-0.02	-0.02	-0.14	-0.21	-0.02	-0.02	0.03	-0.06	.955[a]	0.08	-0.11	-0.13
	VAR15	0.02	0.08	-0.09	-0.06	-0.07	0.05	-0.01	0.00	0.01	0.03	-0.14	-0.16	-0.15	0.08	.629[a]	-0.06	0.07
	VAR16	-0.04	-0.11	0.05	-0.12	0.00	-0.03	0.02	-0.09	-0.04	-0.17	0.09	0.02	0.05	-0.11	-0.06	.941[a]	-0.25
	VAR17	0.01	-0.12	-0.10	-0.07	0.05	-0.06	0.01	-0.05	-0.20	-0.05	0.09	-0.13	-0.04	-0.13	0.07	-0.25	.941[a]
a. Measures of Sampling Adequacy(MSA)																		

Source: Primary Data

Table 4.65 Table of Communalities- Impulsive buying behaviour		
Variables	Initial	Extraction
I buy more when I have more money available	1.000	.520
It is easy to for me to overspend when I shop with credit card	1.000	.638
I end up being shop more when I have credit cards compared to shop with cash or cheque	1.000	.541
I enter that shop which have attracting Eye catching window display	1.000	.501
When I walk along the corridor, I tend to look through the products close to me	1.000	.822
I tend to try those products that catch my eye when I passed by	1.000	.808
If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy	1.000	.513
When I see a special promotional sign, I go to look at the product and think to buy it	1.000	.581
I like purchase when there is a sale for the products	1.000	.684
I enjoy to buy suddenly	1.000	.477
When I see some product of my choice, I buy without considering the consequences	1.000	.493
I feel a sense of excitement when I make impulse purchase	1.000	.526
I am that person who makes unplanned purchases	1.000	.474
When I see a good deal, I tend to buy more than I intended to buy	1.000	.583
I buy the product after watching advertisement of that product	1.000	.489
I intended to buy product after seeing layout, atmosphere, store type or support of salespersons	1.000	.524
When I have more time, then I do more impulsive shopping	1.000	.636
Extraction Method: Principal Component Analysis. ***Source: Primary Data***		

Interpretation:

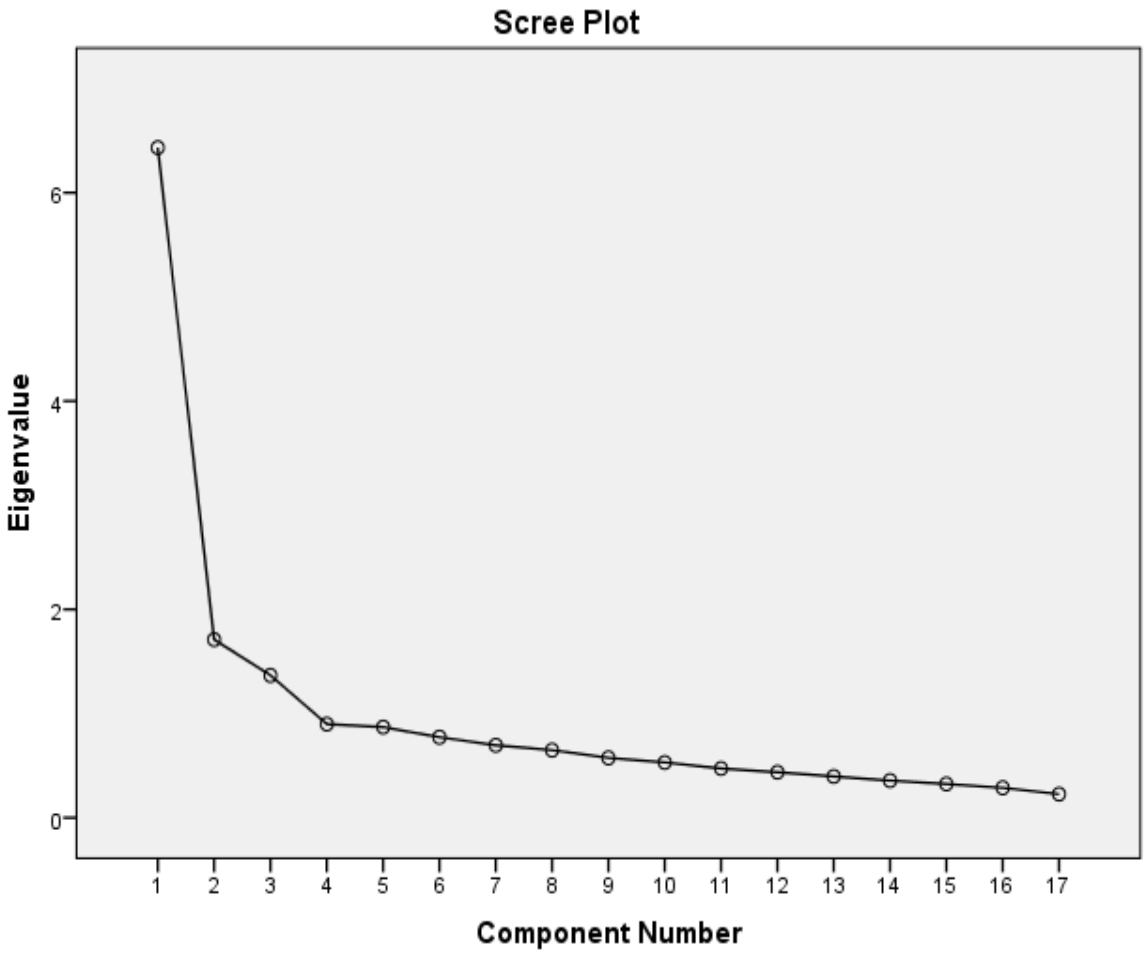
Communalities represent the proportion of variance that the factor solution accounts for in the original variables. The factor solution should explain at least half of each variance in the original variables, so that the community value for the variable should be more than 0.50 or higher. From table 4.65 we can see that the majority of the communality values are more than 0.5 and closer to 1 and this suggests factor analysis validity.

Table 4.66 Total Variance Explained- Impulsive buying behaviour									
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	6.433	37.840	37.840	6.433	37.840	37.840	5.409	31.820	31.820
2	1.710	10.061	47.901	1.710	10.061	47.901	2.315	13.619	45.439
3	1.367	8.039	55.940	1.367	8.039	55.940	1.785	10.500	55.940
4	.899	5.287	61.227						
5	.870	5.120	66.347						
6	.773	4.545	70.892						
7	.696	4.092	74.984						
8	.649	3.816	78.800						
9	.574	3.378	82.178						
10	.531	3.122	85.300						
11	.472	2.778	88.078						
12	.437	2.569	90.647						
13	.396	2.331	92.978						
14	.357	2.098	95.076						
15	.323	1.903	96.979						
16	.287	1.687	98.666						
17	.227	1.334	100.000						
Extraction Method: Principal Component Analysis. ***Source: Primary Data***									

All the 17 variables in Table 4.50 accounted for 55.940 percentage of the variance. Total variance explained (55.94 percentage) by these 17 components exceeds the 50 percent threshold commonly used in social sciences. (Hair, 2006).

4.4.17 Scree Plot: The screen plot is a graph of the eigenvalues against all the factors (Figure: 4.39 - Scree Plot). The graph is useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. The graph shows that the curve has stared flattening from point 3 and hence in our case as shown in table above (Total variance explained) we are retaining 3 factors.

Figure: 4.31 Scree plot for factors of Impulsive Buying Behaviour



Source: Primary Data

Table: 4.67 Rotated Component Matrix[a] Impulsive buying behaviour

Sr no	Variables	Component		
		1	2	3
11	I like purchase when there is a sale for the products	**.808**	.166	-.060
22	When I have more time, then I do more impulsive shopping	**.763**	.232	-.007
19	When I see a good deal, I tend to buy more than I intended to buy	**.749**	.140	-.055
10	When I see a special promotional sign, I go to look at the product and think to buy it	**.740**	.180	-.027
03	It is easy to for me to overspend when I shop with credit card	**.739**	.304	.001
09	If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy	**.697**	.165	-.006
21	I intended to buy product after seeing layout, atmosphere, store type or support of salespersons	**.671**	.269	-.032
01	I buy more when I have more money available	**.619**	.027	.190

04	I end up being shop more when I have credit cards compared to shop with cash or cheque	**.597**	.122	.265
13	I enjoy to buy suddenly	**.582**	.118	.352
07	When I walk along the corridor, I tend to look through the products close to me	.141	**.890**	.101
08	I tend to try those products that catch my eye when I passed by	.243	**.863**	.055
05	I enter that shop which have attracting Eye catching window display	.352	**.602**	.120
14	When I see some product of my choice, I buy without considering the consequences	-.160	-.059	**.659**
20	I buy the product after watching advertisement of that product	-.117	.074	**.648**
15	I feel a sense of excitement when I make impulse purchase	.327	.131	**.634**
17	I am that person who makes unplanned purchases	.396	.184	**.513**
Extraction Method: Principal Component Analysis. **Rotation Method: Varimax with Kaiser Normalization.[a]**				
a. Rotation converged in 4 iterations. ***Source: Primary Data***				

Rotated component matrix table represent the strength of relationship between the item and factor and membership of the item under one factor. Here the membership of the item in factor is determines by identifying the highest loading in one factor. The loading values ranges between the 0 and 1. Value close to 1 indicated the highest factor loading. Another important thing is that while determining the factor membership, negative sign of the factor is being ignored. Generally, factor loading higher than 0.5 is acceptable but as per the Hair (2006), for sample size of more than 350 factor loading of 0.30 is acceptable. 950 respondents of Impulsive buying behaviour were surveyed and 0.50 is considered as acceptable factor loading. Researcher has used sorted values by size in this method.

4.4.18 Factor Naming- Impulsive buying behaviour:

Once the factors extracted than the next step is to interpret and name the factors. Factor naming is done based on the membership of various items in various factors as follows:

Factor 1: Shopping Experience (SE)

The first factor is a linear combination of item 01, 03, 04, 09, 10, 11, 13, 19, 21 and 22. All the items are pertaining to I buy more when I have more money available, It is easy to for me to overspend when I shop with credit card, I end up being shop more when I have credit cards compared to shop with cash or cheque, If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy, When I see a special promotional sign, I go to look at the

product and think to buy it, I like purchase when there is a sale for the products, I enjoy to buy suddenly, When I see a good deal, I tend to buy more than I intended to buy, I intended to buy product after seeing layout, atmosphere, store type or support of sales persons and When I have more time, then I do more impulsive shopping. Considering these items factor 1 is named as Shopping Experience (SE)

Shopping experience means a series of accidents involving and consuming customers during shopping that occurs with the motivation created by firms to create positive feelings before and after the shopping.

Factor 2: Influence of floor Merchandising (IFM)

The second factor is a linear combination of item 05, 07 and07. All the items are pertaining to I enter that shop which have attracting Eye catching window display, When I walk along the corridor, I tend to look through the products close to me and I tend to try those products that catch my eye when I passed by. Considering these items factor 2 is named as Influence of floor Merchandising (IFM)

Throughout the retail business, floor merchandising is the process of designing floor plans and three-dimensional displays throughout order to increase sales. You will show both products and services to demonstrate their characteristics and benefits. Such floor merchandising has the purpose of attracting, engaging and inspiring the consumer to make a purchase.

Factor 3: Approach towards impulse shopping (ATIS)

The third factor is a linear combination of item 14, 15, 17 and 20. All the items are pertaining to When I see some product of my choice, I buy without considering the consequences, I feel a sense of excitement when I make impulse purchase, I am that person who makes unplanned purchases and I buy the product after watching advertisement of that product. Considering these items factor 3 is named as Approach towards impulse shopping (ATIS).

Approach towards impulse shopping a fundamental affective temperament, rich in all emotional and instinctive instances, which gives a good or unpleasant emotional impact to each of our states of mind.

- **Reliability and validity of impulsive buying behaviour by using construct measurement technique.**

The purpose of analysis is to check suitability of each and every dimension of all factors of impulsive buying behaviour. Analysis is necessary to check reliability of all dimensions of all factors is reasonable or not. Dimensions having less factor loadings are removed from the further study. Later part of analysis needed to use confirmatory factor analysis. The fit statistics does not give guarantee of a meaningful model. For the meaningful model, researcher needs to check reliability and validity of dimensions. Researcher needs to check that study includes right variable to define compulsive buying behaviour or not. Therefore, this type of analysis plays very important role.

4.4.19 Construct measurement for impulsive buying behaviour:

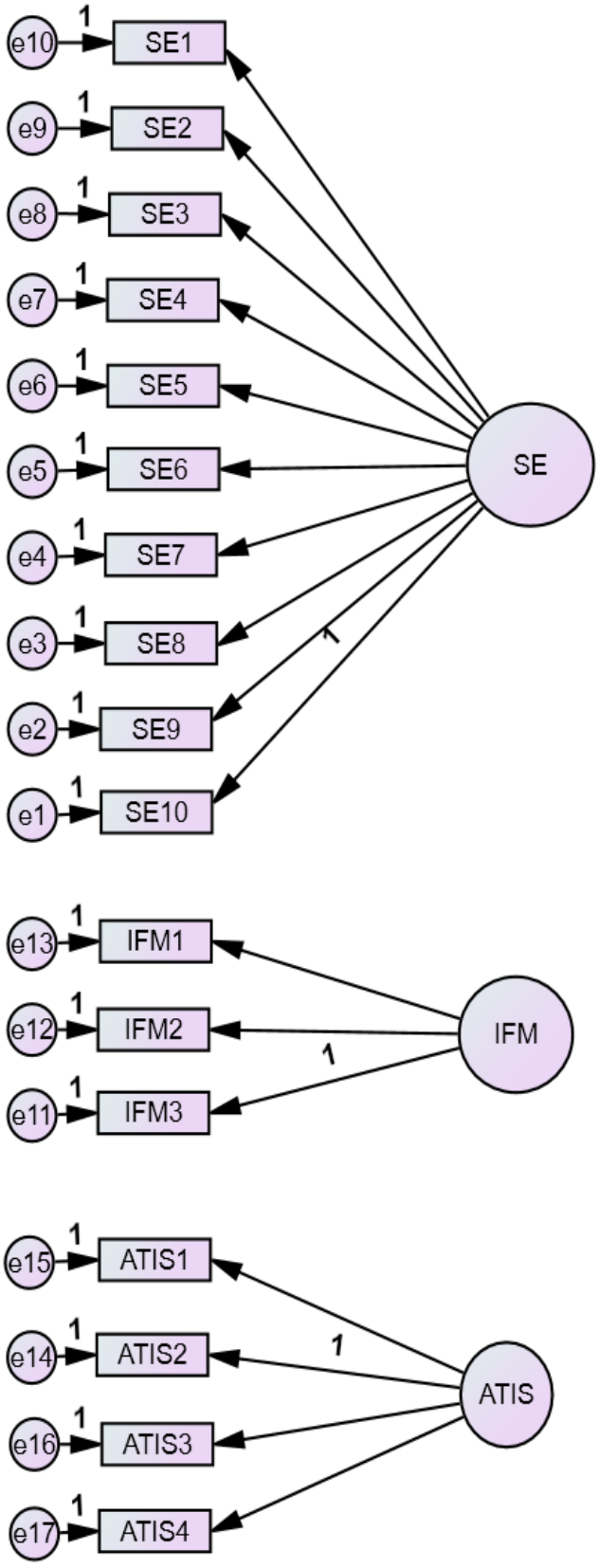
H0: All the dimensions of impulsive buying behaviour (Shopping experience, influence of floor merchandising and approach towards impulse shopping) are not reliable and valid.

H1: All the dimensions of impulsive buying behaviour (Shopping Experience, Influence of floor merchandising and approach towards impulse shopping) are reliable and valid.

Impulsive buying behaviour: All the four factors extracted from the factor analysis are reviewed as below. The next step is to check reliability and validity of all variables under each factor.

1. Factors of impulsive buying behaviour (Shopping Experience, Influence of floor merchandising and approach towards impulse shopping):

Figure: 4.32 Measurement model- impulsive buying behaviour



Source: Primary Data

Table 4.68 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
SE7	<---	SE	.972	.062	15.718	***	par_1
SE6	<---	SE	.962	.061	15.880	***	par_2
SE5	<---	SE	1.165	.070	16.730	***	par_3
SE4	<---	SE	.937	.057	16.532	***	par_4
IFM3	<---	IFM	1.000				
IFM2	<---	IFM	1.986	.131	15.165	***	par_5
IFM1	<---	IFM	1.753	.115	15.198	***	par_6
ATIS2	<---	ATIS	1.000				
ATIS1	<---	ATIS	.898	.096	9.346	***	par_7
ATIS3	<---	ATIS	.846	.092	9.221	***	par_8
ATIS4	<---	ATIS	.762	.093	8.208	***	par_9
SE10	<---	SE	1.000				
SE9	<---	SE	1.005	.071	14.110	***	par_10
SE8	<---	SE	1.148	.085	13.579	***	par_11
SE1	<---	SE	1.128	.065	17.370	***	par_12
SE2	<---	SE	1.229	.073	16.878	***	par_13
SE3	<---	SE	1.062	.065	16.333	***	par_14

Table 4.69 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
SE7	<---	SE	0.781
SE6	<---	SE	0.692
SE5	<---	SE	0.757
SE4	<---	SE	0.741
IFM3	<---	IFM	0.516
IFM2	<---	IFM	0.867
IFM1	<---	IFM	0.864
ATIS2	<---	ATIS	0.674
ATIS1	<---	ATIS	0.775
ATIS3	<---	ATIS	0.728
ATIS4	<---	ATIS	0.717
SE10	<---	SE	0.751
SE9	<---	SE	0.577
SE8	<---	SE	0.646
SE1	<---	SE	0.811
SE2	<---	SE	0.769
SE3	<---	SE	0.726

SE1 to SE10, IFM1 to IFM3 and ITIS1 to ITIS4 represents statements of structured questionnaire included in this study to measure shopping experience, influence of floor merchandising and approach towards impulse shopping factors. e1 to e17 represents error

term of measurement. Above tables describe the factor loadings of observed variables are reliability estimates of individual construct. All the factor loadings are above suggested limit of .50 by Kline (1998). Looking to their significance level 0.05 in above, the regression weights is significant.

Table 4.70 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
ATIS4	0.374
ATIS3	0.279
ATIS1	0.331
ATIS2	0.329
IFM1	0.747
IFM2	0.752
IFM3	0.267
SE1	0.658
SE2	0.591
SE3	0.527
SE4	0.549
SE5	0.573
SE6	0.479
SE7	0.463
SE8	0.299
SE9	0.333
SE10	0.303

In addition to above Table 4.70, the R2 (Squared Multiple Correlations Estimate Loading) corresponding to all observed variables indicate that the respective factors explain respectable portions of the variance (between .26 to .75 i.e. 26% to 75%). It means that item taps the same values dimension. We could also say that the estimated reliability of all items of shopping experience, influence of floor merchandising and approach towards impulse shopping factors are highly good.

Based on the result obtained, it is evident that that the model is well supported, thus we can conclude that all dimensions of shopping experience, influence of floor merchandising and approach towards impulse shopping factors appear to be highly suited for measuring impulsive buying behaviour.

Validity & Reliability Check

Table 4.71 Convergent Validity- Impulsive buying behaviour					
Constructs	Indicator Variables	Standardized Loading	t-values/ Critical Ratio	Composite reliability (CR)	Average Variance Extracted (AVE)
Shopping experience (SE)	SE10	0.751		0.92	0.53
	SE9	0.577	14.11		
	SE8	0.646	13.58		
	SE7	0.781	15.72		
	SE6	0.692	15.88		
	SE5	0.757	16.73		
	SE4	0.741	16.53		
	SE3	0.726	17.37		
	SE2	0.769	16.88		
	SE1	0.811	16.33		
Influence of floor merchandising (IFM)	IFM3	0.516		0.80	0.59
	IFM2	0.867	15.17		
	IFM1	0.864	15.20		
Approach towards impulse shopping (ATIS)	ATIS2	0.674		0.82	0.52
	ATIS1	0.775	9.35		
	ATIS3	0.728	9.22		
	ATIS4	0.717	8.21		
Source: Primary Data					

Converge Validity

According to Hair (2006), items that are indicators of a specific construct should share a high proportion of variance called as convergent validity. If loading is greater than 0.5 on each factor, there is a converge validity (Hair, 2006). It is clear from the above Table 4.71 that item loadings of all the four factors are 0.5 or higher than 0.5, which indicates that these factors converge on a common point on Latent Variable. This confirms the convergent validity at a significant level of 0.05.

Composite reliability of all the four observed variables is higher than 0.7 which indicates that the factor structure has a good reliability. The final component of convergent validity is Average Variance Extracted (AVE). AVE calculated for all factors is greater than 0.50 which

indicates that more than half of the variance is explained by each construct. It can be concluded from the above data that factors of impulsive buying behaviour are valid and reliable.

Table 4.72 Discriminant Validity-Impulsive buying behaviour			
		Average AVE of two Constructs	**Square Correlation Value**
SE	↔ IFM	0.56	0.2862
SE	↔ ATIS	0.53	0.4775
IFM	↔ ATIS	0.56	0.3136

Discriminant validity is the degree to which one construct is truly different from the other construct. According to Hair (2006), Average AVE of two construct must be greater than the square of their correlation to satisfy the condition of discriminant validity. In the above shown Table 4.72 the average AVE value and square correlation values of all constructs satisfy the condition, hence from the above table, it can be concluded that discriminant validity of the factor structure is confirmed.

Reliability Test Using Cronbach Alpha:

Table 4.73 Reliability Tests- Impulsive buying behaviour			
Sr. No	**Name of Factors**	**No of Items**	**Reliability (Cronbach's Alpha)**
1	Shopping experience	10	0.89
2	Influence of floor merchandising	03	0.79
3	Approach towards impulse shopping	04	0.70

Above Table 4.73 shows the reliability test of factors taken for customer satisfaction. As we can see all the Cronbach alpha value is equal to and above 0.70, we can interpret that all factors of impulsive buying behaviour are reliable. Hence, it is clear from the above test that null hypothesis is rejected and concluded that all the factors of impulsive buying behaviour are reliable and valid.

4.4.20 CFA model for Impulsive buying behaviour

SPSS AMOS software was used to check the impact of impulsive buying behaviour among consumers on various factors. At earlier stage researcher reviewed important literature to find out variables of the construct of the study i.e., impulsive buying behaviour**.** With the help of exploratory factor analysis technique, three factors of impulsive buying behaviour are

extracted. Confirmatory factor analysis technique was used to test whether the collected data from the primary source fit a hypothesized measurement model or not.

In total two models are evolved as below with the help of SPSS AMOS software.

Model 1 represents Confirmatory Factor Analysis model of impulsive buying behaviour.
Model 2 represents second order CFA model of impulsive buying behaviour.

H0: There is no significant impact of impulsive buying behaviour among consumers on various factors such as Shopping Experience, Influence of floor merchandising and approach towards impulse shopping.

H1: There is a significant impact of impulsive buying behaviour among consumers on various factors such as Shopping Experience, Influence of floor merchandising and approach towards impulse shopping.

Further analysis is as follows.
The Model under Study:
Total three factors are extracted in Exploratory Factor Analysis and based on it following factor structure is developed. Confirmatory factor analysis is used to verify and confirmed this structure. In the following structure shopping experience (SE), influence of floor merchandising (IFM) and approach towards impulse shopping (ATIS) are the observed variables and impulsive buying behaviour (IBB) is latent variables in the following factor structure.

There are 16 observed variables, as indicated by the 16 rectangles.

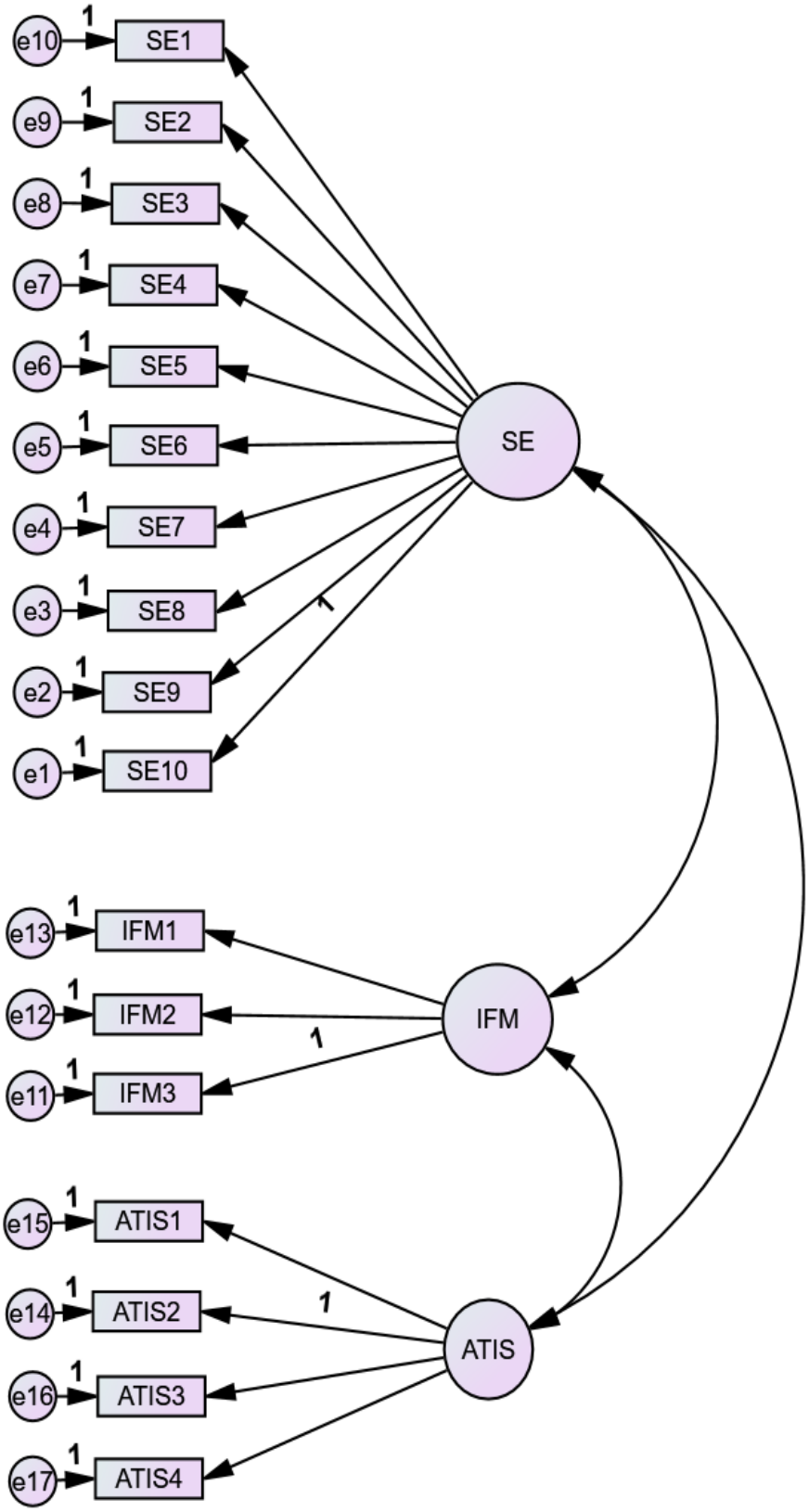
The observed variables load on the factors in the following pattern:

- Statements SE1, SE2, SE3, SE4, SE5, SE6, SE7, SE8, SE9 and SE10 are for shopping experience.
- Statements IFM1, IFM2 and IFM are for influence of floor merchandising.
- Statements ATIS1, ATIS2, ATIS3 and ATIS4 are for approach towards impulse shopping.

  Each observed variable loads on one and only one factor.

  Errors of measurement associated with each observed variable are also shown in the figure.

Figure: 4.33 CFA- Impulsive buying behaviour



Source: Primary Data

Table 4.74 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
SE7	<---	SE	.943	.057	16.404	***	par_1
SE6	<---	SE	.918	.056	16.404	***	par_2
SE5	<---	SE	1.127	.064	17.516	***	par_3
SE4	<---	SE	.892	.052	17.118	***	par_4
IFM3	<---	IFM	1.000				
IFM2	<---	IFM	1.925	.116	16.542	***	par_5
IFM1	<---	IFM	1.618	.098	16.551	***	par_6
ATIS2	<---	ATIS	1.000				
ATIS1	<---	ATIS	.818	.072	11.442	***	par_7
ATIS3	<---	ATIS	.885	.075	11.847	***	par_8
ATIS4	<---	ATIS	.895	.082	10.908	***	par_9
SE10	<---	SE	1.000				
SE9	<---	SE	.984	.067	14.724	***	par_10
SE8	<---	SE	1.123	.079	14.134	***	par_11
SE1	<---	SE	1.073	.059	18.061	***	par_12
SE2	<---	SE	1.191	.067	17.694	***	par_13
SE3	<---	SE	1.017	.060	16.950	***	par_14

Table 4.75 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
SE7	<---	SE	.685
SE6	<---	SE	.685
SE5	<---	SE	.760
SE4	<---	SE	.732
IFM3	<---	IFM	.542
IFM2	<---	IFM	.883
IFM1	<---	IFM	.838
ATIS2	<---	ATIS	.562
ATIS1	<---	ATIS	.513
ATIS3	<---	ATIS	.541
ATIS4	<---	ATIS	.579
SE10	<---	SE	.571
SE9	<---	SE	.586
SE8	<---	SE	.554
SE1	<---	SE	.801
SE2	<---	SE	.773
SE3	<---	SE	.721

Above describe the factor loadings of observed variables in Table 4.75 are reliability estimates of individual construct. All the factor loadings are above suggested limit of .50 by Kline (1998). Looking to their significance level 0.05 in above, the regression weights is significant.

Table 4.76 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
ATIS4	0.27
ATIS3	0.292
ATIS1	0.263
ATIS2	0.316
IFM1	0.702
IFM2	0.779
IFM3	0.294
SE1	0.641
SE2	0.597
SE3	0.52
SE4	0.536
SE5	0.578
SE6	0.469
SE7	0.47
SE8	0.307
SE9	0.344
SE10	0.326

In addition to above Table 4.76, the R2 (Squared Multiple Correlations Estimate Loading) corresponding to all observed variables indicate that the respective factors explain respectable portions of the variance between .26 to .78 i.e., 26% to 78%. It means that item taps the same values dimension. We could also say that the estimated reliability of all items of impulsive buying behaviour is reasonably good.

Based on the result obtained, it is evident that that the model is well supported, thus we can conclude that all dimensions of impulsive buying behaviour appear to be highly suited for measuring impulsive buying behaviour.

Model Fit Summary

Assessing Measurement Model Validity:

The Table 4.77 shows the Factor Loadings of various factors. As suggested by Hair et al. (2009), the recommended value of factor loading should be greater than 0.5. As majority of the Factor loadings are greater than 0.5, it confirms the construct validity.

Table 4.77 Factors Loading- compulsive buying behaviour		
Factors	Variables	Estimate
Shopping experience (SE)	SE1	.801
	SE2	.773
	SE3	.721
	SE4	.732
	SE5	.760
	SE6	.685

Table 4.77 Factors Loading- compulsive buying behaviour		
Factors	Variables	Estimate
	SE7	.685
	SE8	.554
	SE9	.586
	SE10	.571
Influence of floor merchandising (IFM)	IFM1	.838
	IFM2	.883
	IFM3	.542
Approach towards impulse shopping (ATIS)	ATIS1	.513
	ATIS2	.562
	ATIS3	.541
	ATIS4	.579

Table 4.78 Models Fit Summary					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	37	844.287	116	.000	7.278

Focusing on the first set of fit statistics, we see the labels NPAR (number of parameters), CMIN (minimum discrepancy), DF (degrees of freedom), P (probability value), and CMIN/DF. The value of 844.287 under CMIN, represents the discrepancy between the unrestricted sample covariance matrix S, and the restricted covariance matrix $\Sigma(\theta)$, and, in essence, represents the Likelihood Ratio Test statistic, most commonly expressed as a $\chi 2$ statistic. The test of H0, that compulsive buying behaviour Model fits the data yielded a $\chi 2$ value of 844.287, with 116 degrees of freedom and a probability of not less than .010 ($p < 0.01$), thereby suggesting that the fit of the data to the hypothesized model is entirely adequate.

One of the first fit statistics to address this problem was the $\chi 2$/degrees of freedom ratio (Wheaton, Muthen, Alwin, & Summers, 1977), which appears as CMIN/DF is 7.278 (Standard Recommended value is <= 5). However, the value researcher mentioned seems unusual, but the fit of model does not depend on only value (i.e., CMIN/df); rather researcher have to integrate other indices in interpreting the analysis (e.g., CFI, GFI, NFI, RMSEA, etc.)

Table 4.79 GFI & AGFI		
Model	GFI	AGFI
Default model	.902	.870

Next indicator is Goodness-of-fit index (GFI) and Adjusted GFI (AGFI). Table 4.79 shows that GFI is higher than 0.9 and AGFI is nearer to 0.9 indicating good model fit.

Table 4.80 Baseline Comparisons					
Model	NFI Delt1	RFI rh1	IFI Delta2	TLI rho2	CFI
Default model	.879	.858	.894	.876	.894

According to Hu & Bentler (1995), Marsh (1988), the next sets of goodness of fit statistics is known as baseline comparisons which can be classified as incremental or comparative indices of fit. Addressing evidence that the NFI (normed fit index) has shown a tendency to underestimate fit in small samples, bentler (1990) revised the NFI to take sample size into account and proposed the comparative fit index (CFI). Values for both the NFI and CFI range from 0 to 1. The value more than 0.90 is considered well-fitting model (bentler, 1992). For this study, value is 0.894 for CFI and 0.879 for NFI indicating the good fit of the model. Relative fit index (RFI) represents a derivative of NFI, values range from 0 to 1, with values close to .95 indicating superior fit (Hu & Bentler, 1999). In this case the value is 0.858 indicating the moderately fit of the model.

Table 4.81 RMSEA				
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.078	.073	.084	.000

The next set of fit statistics focuses on the root mean square error of approximation (RMSEA). This index and the conceptual framework within which is embedded, was firstly proposed by Steiger and Lind in 1980, it has only recently been recognized as one of the most informative criteria in covariance structure modelling.

According to Browne & Cudeck (1993) values less than 0.05 indicate good fit, and values as high as 0.08 represent reasonable errors of approximation in the population. Maccallum (1996) have elaborated and noted that RMSEA values ranging from 0.08 to 0.10 indicates moderate fit, and those greater than 0.10 indicates poor fit. Hu and Bentler (1999) suggested a value of 0.06 to be indicative of good fit between the hypothesized model and observed data. In this study the value of RMSEA is 0.078 is indicating moderately good fit of the model.

Thus, on the basis of our goodness-of-fit results, it can be concluded that the hypothesized that the model fits the sample data moderately well.

Second Order Confirmatory Factor Analysis Model of Impulsive buying behaviour

Second Order Confirmatory Factor Analysis Model of Impulsive buying behaviour with all four Dimensions (shopping experience (SE), influence of floor merchandising (IFM) and approach towards impulse shopping (ATIS))

The Model under Study:

Total four factors are extracted in Exploratory Factor Analysis and based on it following factor structure is developed. Confirmatory factor analysis is used to verify and confirmed this structure. In the following structure shopping experience (SE), influence of floor merchandising (IFM) and approach towards impulse shopping (ATIS) are the observed variables and impulsive buying behaviour (IBB) is latent variables in the following factor structure.

There are 16 observed variables, as indicated by the 16 rectangles.

The observed variables load on the factors in the following pattern:

There are 16 observed variables, as indicated by the 16 rectangles.

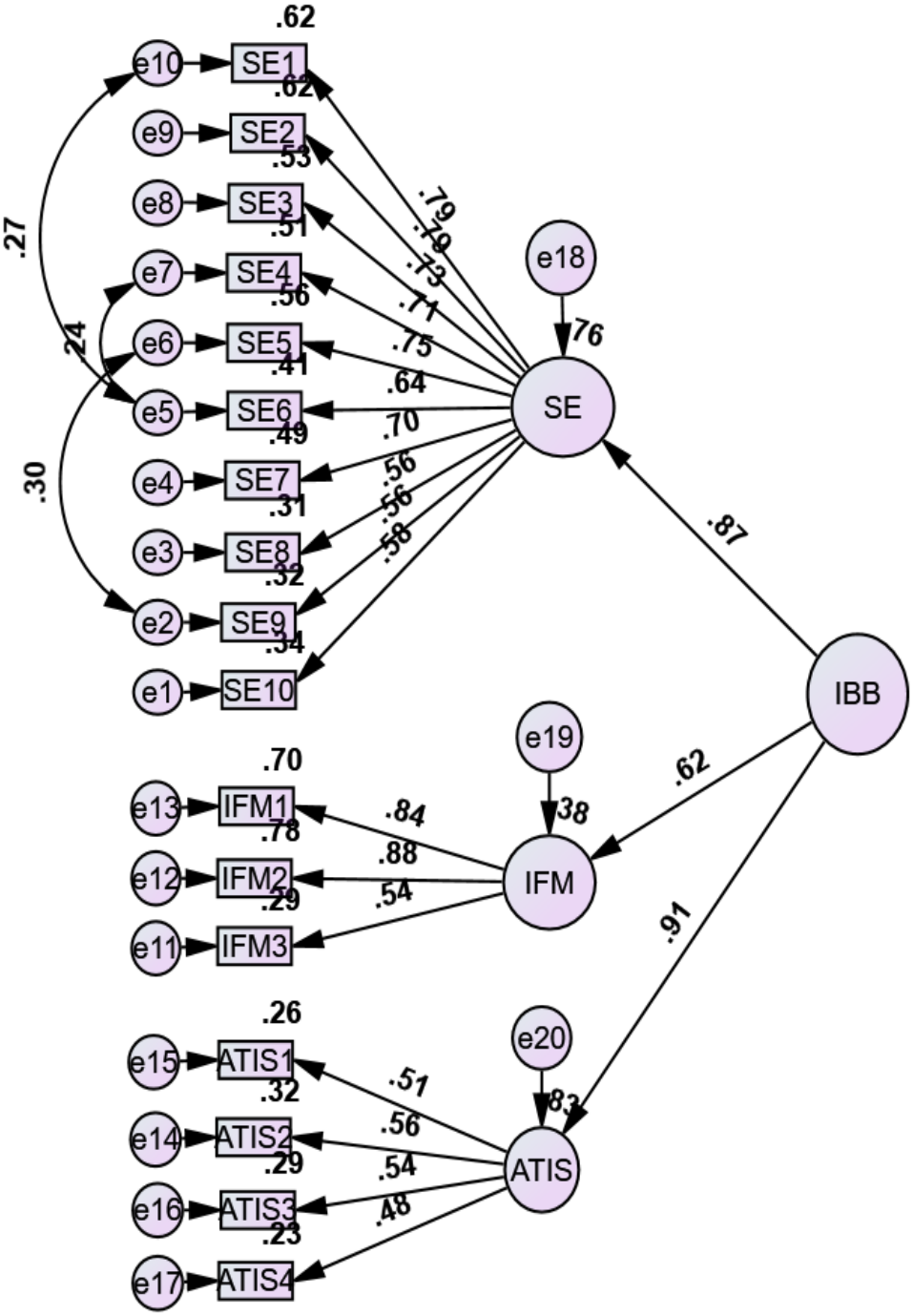
The observed variables load on the factors in the following pattern:

- Statements SE1, SE2, SE3, SE4, SE5, SE6, SE7, SE8, SE9 and SE10 are for shopping experience.
- Statements IFM1, IFM2 and IFM are for influence of floor merchandising.
- Statements ATIS1, ATIS2, ATIS3 and ATIS4 are for approach towards impulse shopping.

Each observed variable loads on one and only one factor.

Errors of measurement associated with each observed variable are also shown in the figure.

Figure: 4.34 Second Order CFA of Impulsive buying behaviour



Source: Primary Data

Table 4.82 Regression Weights: (Group number 1 - Default model)							
			Estimate	S.E.	C.R.	P	Label
SE	<---	IBB	1.000				
ATIS	<---	IBB	1.128	.108	10.404	***	par_10
IFM	<---	IBB	.560	.057	9.838	***	par_16
SE7	<---	SE	.946	.056	16.829	***	par_1
SE6	<---	SE	.837	.053	15.737	***	par_2
SE5	<---	SE	1.090	.062	17.569	***	par_3
SE4	<---	SE	.854	.050	17.045	***	par_4
IFM3	<---	IFM	1.000				
IFM2	<---	IFM	1.927	.117	16.535	***	par_5
IFM1	<---	IFM	1.618	.098	16.545	***	par_6
ATIS2	<---	ATIS	1.000				
ATIS1	<---	ATIS	.813	.071	11.415	***	par_7
ATIS3	<---	ATIS	.884	.075	11.868	***	par_8
ATIS4	<---	ATIS	.902	.082	10.992	***	par_9
SE10	<---	SE	1.000				
SE9	<---	SE	.929	.065	14.369	***	par_11
SE8	<---	SE	1.104	.077	14.251	***	par_12
SE1	<---	SE	1.033	.057	18.102	***	par_13
SE2	<---	SE	1.187	.066	18.098	***	par_14
SE3	<---	SE	1.005	.058	17.236	***	par_15

Table 4.83 Standardized Regression Weights: (Group number 1 - Default model)			
			Estimate
SE	<---	IBB	.869
ATIS	<---	IBB	.910
IFM	<---	IBB	.616
SE7	<---	SE	.701
SE6	<---	SE	.641
SE5	<---	SE	.749
SE4	<---	SE	.714
IFM3	<---	IFM	.542
IFM2	<---	IFM	.883
IFM1	<---	IFM	.837
ATIS2	<---	ATIS	.562
ATIS1	<---	ATIS	.510
ATIS3	<---	ATIS	.540
ATIS4	<---	ATIS	.483
SE10	<---	SE	.582
SE9	<---	SE	.564
SE8	<---	SE	.556
SE1	<---	SE	.786
SE2	<---	SE	.785
SE3	<---	SE	.726

Above describe the factor loadings of observed variables are reliability estimates of individual construct. Majority of the factor loadings are above suggested limit of .50 by Kline (1998). Looking to their significance level 0.05 in above, the regression weights is significant.

Table 4.84 Squared Multiple Correlations: (Group number 1 - Default model)	
	Estimate
ATIS	.828
IFM	.379
SE	.755
ATIS4	.233
ATIS3	.292
ATIS1	.260
ATIS2	.316
IFM1	.701
IFM2	.780
IFM3	.294
SE1	.617
SE2	.616
SE3	.528
SE4	.510
SE5	.561
SE6	.411
SE7	.491
SE8	.309
SE9	.319
SE10	.339

In addition to above Table 4.84, the R2 (Squared Multiple Correlations Estimate Loading) corresponding to all observed variables indicate that the respective factors explains respectable portions of the variance (between .23 to .83 i.e. 23% to 83%). It means that item taps the same values dimension. We could also say that the estimated reliability of all items of impulsive buying behaviour is reasonable.

Based on the result obtained, it is evident that that the model is well supported, thus we can conclude that all dimensions of impulsive buying behaviour appear to be highly suited for measuring impulsive buying behaviour.

Model Fit Summary

Assessing Measurement Model Validity:

The Table 4.85 shows the Factor Loadings of various factors. As suggested by Hair et al. (2009), the recommended value of factor loading should be greater than 0.5. As majority of the Factor loadings are greater than 0.5, it confirms the construct validity.

Table 4.85 Factors Loading- compulsive buying behaviour		
Factors	Variables	Estimate
Shopping experience (SE)	SE1	.786
	SE2	.785
	SE3	.726
	SE4	.714
	SE5	.749
	SE6	.641
	SE7	.701
	SE8	.556
	SE9	.564
	SE10	.582
Influence of floor merchandising (IFM)	IFM1	.837
	IFM2	.883
	IFM3	.542
Approach towards impulse shopping (ATIS)	ATIS1	.510
	ATIS2	.562
	ATIS3	.540
	ATIS4	.523

Table 4.86 Models Fit Summary					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	40	647.814	113	.000	5.733

Focusing on the first set of fit statistics, we see the labels NPAR (number of parameters), CMIN (minimum discrepancy), DF (degrees of freedom), P (probability value), and CMIN/DF. The value of 647.814 under CMIN, represents the discrepancy between the unrestricted sample covariance matrix S, and the restricted covariance matrix $\Sigma(\theta)$, and, in essence, represents the Likelihood Ratio Test statistic, most commonly expressed as a $\chi 2$ statistic. The test of H0, that compulsive buying behaviour Model fits the data yielded a $\chi 2$ value of 647.814, with 95 degrees of freedom and a probability of not less than .010 ($p < 0.01$), thereby suggesting that the fit of the data to the hypothesized model is entirely adequate.

One of the first fit statistics to address this problem was the $\chi 2$/degrees of freedom ratio (Wheaton, Muthen, Alwin, & Summers, 1977), which appears as CMIN/DF is 5.733 (Standard Recommended value is <= 5). However, the value researcher mentioned seems unusual, but the fit of model does not depend on only value (i.e., CMIN/df); rather researcher have to integrate other indices in interpreting the analysis (e.g., CFI, GFI, NFI, RMSEA, etc.)

Table 4.87 GFI & AGFI		
Model	GFI	AGFI
Default model	.924	.898

Next indicator is Goodness-of-fit index (GFI) and Adjusted GFI (AGFI). Table 4.87 shows that GFI is higher than 0.9 and AGFI is nearer to 0.9 indicating good model fit.

Table 4.88 Baseline Comparisons					
Model	NFI Delt1	RFI rh1	IFI Delta2	TLI rho2	CFI
Default model	.907	.889	.922	.906	.922

According to Hu & Bentler (1995), Marsh (1988), the next sets of goodness of fit statistics is known as baseline comparisons which can be classified as incremental or comparative indices of fit. Addressing evidence that the NFI (normed fit index) has shown a tendency to underestimate fit in small samples, bentler (1990) revised the NFI to take sample size into account and proposed the comparative fit index (CFI). Values for both the NFI and CFI range from 0 to 1. The value more than 0.90 is considered well-fitting model (bentler, 1992). For this study, value is 0.922 for CFI and 0.907 for NFI indicating the good fit of the model. Relative fit index (RFI) represents a derivative of NFI, values range from 0 to 1, with values close to .95 indicating superior fit (Hu & Bentler, 1999). In this case the value is 0.889 indicating the moderately fit of the model.

Table 4.89 RMSEA				
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.071	.065	.076	.000

The next set of fit statistics focuses on the root mean square error of approximation (RMSEA). This index and the conceptual framework within which is embedded, was firstly proposed by Steiger and Lind in 1980, it has only recently been recognized as one of the most informative criteria in covariance structure modelling.

According to Browne & Cudeck (1993) values less than 0.05 indicate good fit, and values as high as 0.08 represent reasonable errors of approximation in the population. Maccallum (1996) have elaborated and noted that RMSEA values ranging from 0.08 to 0.10 indicates moderate fit, and those greater than 0.10 indicates poor fit. Hu and Bentler (1999) suggested a value of 0.06 to be indicative of good fit between the hypothesized model and observed data. In this study the value of RMSEA is 0.071 is indicating moderately good fit of the model.

Thus, on the basis of our goodness-of-fit results, it can be concluded that the hypothesized that the model fits the sample data moderately well.

Findings:

- The collected data fits well in the explored hypothesized model. Thus, null hypothesis is rejected means there is a significant impact of impulsive buying behaviour among consumers on various factors such as shopping experience, influence of floor merchandising and approach towards impulsive shopping.

OBJECTIVE: 4

To study the impact of demographic variables on various factors of compulsive and impulsive buying behaviour

- **To study the impact of demographic variables on various factors of compulsive buying behaviour**

4.4.21 ANOVA Test- Compulsive Buying Behaviour

It is recognized that the Compulsive Buying Behaviour analysis is a necessary step for retail mall decision-makers. Therefore, the four variables extracted from the set of statements relevant to the scale of compulsive buying behaviour, are further evaluated on the basis of demographic Variables and their significant impact on the factors of buying behaviour of customers. To check this, ANOVA test used at 5% significant level. Factor scores are calculated for each factor by adding the statement ratings that fall under each factor. Each factor reflects compulsive buying behaviour of consumer. Higher the score more the customers' compulsiveness towards that factor would be.

a) Demographic variables with respect to Willingness for Compulsive Shopping

From the factor analysis, four factors have been derived to measure the Compulsive buying of the customers towards shopping malls. Willingness for Compulsive Shopping is one among those four factors which is compact of variables related to I go for shopping whenever I am upset, disappointed, depressed, angry or nervous, I go for shopping to find fun, I am getting pleasure when I go for the shopping, My life style influence my shopping, I get pleasure when I buy the products at that time when I want, I would be happier when I could afford to buy more things and Shopping makes me confident. The following table 4.90 explains the mean scores of

consumer 's compulsive buying behaviour for different demographic characteristics and ANOVA findings on the framed hypothesis.

Table 4.90 Demographic variables with respect to Willingness for Compulsive Shopping

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	3.29	3.43	82	2.622	.049	S
	21-30 years	3.46	3.57	262			
	31-40 years	3.53	3.57	380			
	Above 40 years	3.37	3.43	226			
Gender	Male	3.26	3.43	530	64.737	.000	S
	Female	3.70	3.86	420			
Marital status	Married	3.46	3.57	718	.004	.949	NS
	Unmarried	3.44	3.57	232			
Educational qualification	Up to Schooling	3.41	3.57	85	.746	.525	NS
	Up to Graduation	3.43	3.57	379			
	Up to Post Graduation	3.50	3.57	363			
	Professional / Doctoral Qualified	3.47	3.57	123			
Occupation	Student	3.36	3.43	146	6.565	.000	S
	Govt. Employee	3.39	3.43	110			
	Private Employee	3.41	3.43	328			
	Businessman	3.54	3.57	151			
	Housewife (Home Maker)	3.67	3.86	184			
	Retired and Others	2.85	3.00	31			
Annual Aggregate income of the family	Less than 2 lacs	3.08	3.07	32	34.075	.000	S
	2 lacs-4 lacs	2.87	2.86	145			
	4 lacs-6 lacs	3.50	3.57	340			
	More than 6 lacs	3.63	3.71	433			
No of Children in the family	0	3.33	3.43	256	4.809	.002	S
	1	3.46	3.57	317			
	2	3.56	3.71	348			
	3 or More than 3	3.14	3.43	29			
No of members in the family	Up to 2	2.89	2.86	64	11.691	.000	S
	3 to 4	3.46	3.57	493			
	5 to 6	3.50	3.57	305			
	More than 6	3.67	3.71	88			

Note: - 5% level of significance, S- Significance NS- Not Significance

Source: Primary Data

Willingness for compulsive shopping by Age

- The average compulsive score with respect to willingness for compulsive shopping is highest for 31-40 years age group (3.53). The lowest mean score is 3.29 for the age group of below 20 years.
- The mean scores shows that the mature age groups are more compulsive with willingness for compulsive shopping compared to younger age groups.

Willingness for compulsive shopping by Gender

- The average compulsive score with respect to willingness for compulsive shopping is highest for female (3.70) gender than male gender.
- The mean scores shows that the females are more compulsive with willingness for compulsive shopping when compared to males.

Willingness for compulsive shopping by Marital Status

- The average compulsive score with respect to willingness for compulsive shopping is highest in case of married respondents (3.46) when compared to unmarried respondents.
- The mean scores show that the married respondents are more compulsive with willingness for compulsive shopping when compared to unmarried.

Willingness for compulsive shopping by Educational Qualification

- The average compulsive score with respect to willingness for compulsive shopping is highest for postgraduates (3.50). The lowest mean score is 3.41 for the respondents with school level education.
- The mean score shows that the postgraduates are more compulsive with willingness for compulsive shopping when compared to others.

Willingness for compulsive shopping by Occupation

- The average compulsive score with respect to willingness for compulsive shopping is highest in case of Housewife (Home Maker) (3.67). The lowest mean score is 2.85 for the retired and others.
- The mean scores shows that the house wives are more compulsive with willingness for compulsive shopping in the shopping malls.

Willingness for compulsive shopping by Annual Aggregate income of the family

- The average compulsive score with respect to willingness for compulsive shopping is highest in case of respondents with annual aggregate income of the family more than Rs

6 lacs (3.63). The lowest mean score is 2.87 for those respondents whose Annual Aggregate income of the family is below Rs. 2 lacs – 4 lacs.

- The mean score shows that the respondents with the aggregate income of the family of more than Rs 6 lacs are more compulsive with willingness for compulsive shopping compared to others.

Willingness for compulsive shopping by No of Children in the family

- The average compulsive score with respect to willingness for compulsive shopping is highest in case of respondents with no of children in the family more who having 2 children in the family (3.56). The lowest mean score is 3.46 for those respondents whose no of children in the family is only one.
- The mean score shows that the respondents with no of children in the family more who having 2 children in the family more compulsive with willingness for compulsive shopping when compared to others.

Willingness for compulsive shopping by No of members in the family

- The average compulsive score with respect to willingness for compulsive shopping is highest in case of respondents with more than 6 members in the family (3.67) with respect to no of members in the family. The lowest in case of respondents with family members are in between 5 to 6 in the family (3.50).
- The mean score shows that the respondents with no of members in the family more than 6 in the family are more compulsive with willingness for compulsive shopping when compared to others.

Null Hypothesis (H_0): There is no significant of age, gender, marital status, educational qualification, occupational, annual aggregate income of the family, no of children in the family and no of members in the family on factor willingness for compulsive shopping.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores of age, gender, occupation, annual aggregate income of the family, no of children in the family and no of members in the family and willingness for compulsive shopping behaviour are significantly lower than the significant level 0.05. Thus, there exists significant impact of demographic variables on the compulsive buying behaviour towards willingness for compulsive shopping and hence, null hypothesis is rejected in case of these factors and compulsive buying behaviour towards willingness for compulsive shopping.

For marital status and educational qualification no significant impact are found with the compulsive buying behaviour towards willingness for compulsive shopping as the calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and compulsiveness towards willingness for compulsive shopping.

b) Demographic variables with respect to Self Esteem

Self Esteem is another factor extracted from the factor analysis for Compulsive buying behaviour of customers towards shopping malls. Self Esteem is one among those four factors which is compact of variables related to I go to buy expensive things, I buy even if can't afford, I believe that costly shopping improve self-image, I feel motivated for shop and spend, even when I don't have the time or money and I sometime worry about my shopping habits but still i go out and shop to spend money. The following table 4.91 describes the mean scores of compulsive buying behaviour of customers for different demographic characteristics and results of ANOVA on the hypothesis framed.

Table 4.91 Demographic variables with respect to Self Esteem

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	2.12	0.96	82	3.759	.011	S
	21-30 years	1.81	0.68	262			
	31-40 years	1.85	0.73	380			
	Above 40 years	1.87	0.70	226			
Gender	Male	1.82	0.70	530	5.687	.017	S
	Female	1.93	0.78	420			
Marital status	Married	1.85	0.71	718	1.508	.220	NS
	Unmarried	1.92	0.80	232			
Educational qualification	Up to Schooling	2.00	0.90	85	1.082	.356	NS
	Up to Graduation	1.84	0.71	379			
	Up to Post Graduation	1.87	0.74	363			
	Professional / Doctoral Qualified	1.87	0.71	123			
Occupation	Student	2.02	0.85	146	2.888	.014	S
	Govt. Employee	1.79	0.63	110			
	Private Employee	1.85	0.73	328			
	Businessman	1.74	0.66	151			
	Housewife (Home Maker)	1.94	0.79	184			
	Retired and Others	1.86	0.54	31			

Annual Aggregate income of the family	Less than 2 lacs	2.38	1.00	32	7.485	.000	S
	2 lacs-4 lacs	1.71	0.61	145			
	4 lacs-6 lacs	1.86	0.71	340			
	More than 6 lacs	1.89	0.76	433			
No of Children in the family	0	1.83	0.75	256	1.475	.220	NS
	1	1.83	0.71	317			
	2	1.93	0.75	348			
	3 or More than 3	1.90	0.75	29			
No of members in the family	Up to 2	1.83	0.67	64	0.169	.917	NS
	3 to 4	1.88	0.75	493			
	5 to 6	1.86	0.72	305			
	More than 6	1.85	0.78	88			
Note: - 5% level of significance, S- Significance NS- Not Significance							
Source: Primary Data							

Self Esteem shopping by Age

- The average compulsive score with respect to self-esteem is highest for below 20 years age group (2.12). The lowest mean score is 1.81 for the age group of 21 to 30.
- The mean scores show that the youngster age groups are more compulsive with self-esteem compared to others.

Self Esteem by Gender

- The average compulsive score with respect to self-esteem is highest for female (1.93) gender than male gender.
- The mean scores show that the females are more compulsive with self-esteem when compared to males.

Self Esteem by Marital Status

- The average compulsive score with respect to self-esteem is highest in case of unmarried respondents (1.92) when compared to married respondents.
- The mean scores show that the unmarried respondents are more compulsive with self-esteem when compared to married.

Self Esteem by Educational Qualification

- The average compulsive score with respect to self-esteem is highest for school level education (2.00). The lowest mean score is 1.87 for the respondents with graduation.

- The mean score shows that the respondents who are educated up to schools' level are more compulsive with self-esteem when compared to others.

Self Esteem by Occupation

- The average compulsive score with respect to self-esteem is highest in case of students (2.02). The lowest mean score is 1.79 for the Govt. employees.
- The mean scores shows that the students are more compulsive with self-esteem in the shopping malls.

Self Esteem by Annual Aggregate income of the family

- The average compulsive score with respect to self-esteem is highest in case of respondents with annual aggregate income of the family less than Rs 2 lacs (2.38). The lowest mean score is 1.71 for those respondents whose Annual Aggregate income of the family is in between Rs. 2 lacs – 4 lacs.
- The mean score shows that the respondents with the aggregate income of the family of less than Rs 2 lacs are more compulsive with self-esteem then compared to others.

Self Esteem by No of Children in the family

- The average compulsive score with respect to self-esteem is highest in case of respondents with no of children in the family more who having 3 or more than 3 children in the family (1.90). The lowest mean score is 1.83 for those respondents whose no of children in the family is zero or one.
- The mean score shows that the respondents with no of children in the family more who having 3 or more than 3 children in the family more compulsive with self-esteem when compared to others.

Self Esteem by No of members in the family

- The average compulsive score with respect to self-esteem is highest in case of respondents with 5 to 6 members in the family (1.86) with respect to no of members in the family. The lowest in case of respondents with family members are up to 2 in the family (1.83).
- The mean score shows that the respondents with no of members in the family 5 to 6 in the family are more compulsive with self-esteem when compared to others.

Null Hypothesis (H_0): There is no significant impact of age, gender, marital status, educational qualification, occupational, annual aggregate income of the family, no of children in the family and no of members in the family on self-esteem.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores of age, gender, occupation and annual aggregate income of the family and self-esteem behaviour are significantly lower than the significant level 0.05. Thus, there exists significant impact of these demographic Variables on the compulsive buying behaviour towards self-esteem and hence, null hypothesis is rejected in case of these factors and compulsive buying behaviour towards self-esteem.

For marital status, educational qualification, no of children in the family and no of members in the family no significant impact are found with the compulsive buying behaviour towards self-esteem as the calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and compulsiveness towards self-esteem.

c) Demographic variables with respect to Feeling About Shopping and Spending

Feeling about shopping and spending is third factor extracted from the factor analysis for Compulsive buying behaviour of customers towards shopping malls. Feeling about shopping and spending is one among those four factors which is compact of variables related to I plan to shop before few days ago and then go for shopping, I do purchase sometime even if I don't any need, Sometime when I go to shopping and buy in excess than I feel guilty or ashamed, When I go to shopping and do purchased in excess, I feel anxious or angry and For me, shopping is a way to relieve stress. The following table 4.92 describes the mean scores of compulsive buying behaviour of customers for different demographic characteristics and results of ANOVA on the hypothesis framed.

Table 4.92 Demographic variables with respect to Feeling About Shopping and Spending

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	3.09	1.00	82	10.239	.000	S
	21-30 years	3.58	0.97	262			
	31-40 years	3.74	0.97	380			
	Above 40 years	3.58	0.99	226			
Gender	Male	3.54	1.02	530	4.563	.033	S
	Female	3.68	0.95	420			
Marital status	Married	3.66	0.98	718	10.931	.001	S
	Unmarried	3.42	1.02	232			

Educational qualification	Up to Schooling	3.45	0.96	85	.837	.474	NS
	Up to Graduation	3.62	0.95	379			
	Up to Post Graduation	3.63	1.02	363			
	Professional / Doctoral Qualified	3.58	1.04	123			
Occupation	Student	3.10	0.98	146	13.511	.000	S
	Govt. Employee	3.59	1.04	110			
	Private Employee	3.61	1.01	328			
	Businessman	3.87	0.89	151			
	Housewife (Home Maker)	3.83	0.84	184			
	Retired and Others	3.19	1.04	31			
Annual Aggregate income of the family	Less than 2 lacs	2.64	0.84	32	22.242	.000	S
	2 lacs-4 lacs	3.22	1.00	145			
	4 lacs-6 lacs	3.74	0.93	340			
	More than 6 lacs	3.69	0.97	433			
No of Children in the family	0	3.51	1.00	256	4.929	.002	S
	1	3.71	0.95	317			
	2	3.61	1.00	348			
	3 or More than 3	3.07	1.11	29			
No of members in the family	Up to 2	3.22	0.89	64	5.908	.001	S
	3 to 4	3.58	0.99	493			
	5 to 6	3.63	0.99	305			
	More than 6	3.89	0.99	88			

Note: - 5% level of significance, S- Significance NS- Not Significance

Source: Primary Data

Feeling about shopping and spending by Age

- The average compulsive score with respect to feeling about shopping and spending is highest for 31-40 years age group (3.74). The lowest mean score is 3.09 for the age group of below 20 years.
- The mean scores show that the mature age groups are more compulsive with feeling about shopping and spending compared to younger age groups.

Feeling about shopping and spending by Gender

- The average compulsive score with respect to feeling about shopping and spending is highest for female (3.68) gender than male gender.

- The mean scores show that the females are more compulsive with feeling about shopping and spending when compared to males.

Feeling about shopping and spending by Marital Status

- The average compulsive score with respect to feeling about shopping and spending is highest in case of married respondents (3.66) when compared to unmarried respondents.
- The mean scores show that the married respondents are more compulsive with feeling about shopping and spending when compared to unmarried.

Feeling about shopping and spending by Educational Qualification

- The average compulsive score with respect to feeling about shopping and spending is highest for postgraduates (3.63). The lowest mean score is 3.45 for the respondents with school level education.
- The mean score shows that the postgraduates are more compulsive with feeling about shopping and spending when compared to others.

Feeling about shopping and spending by Occupation

- The average compulsive score with respect to feeling about shopping and spending is highest in case of businessman (3.87). The lowest mean score is 3.10 for the students.
- The mean scores show that the businesspersons are more compulsive with feeling about shopping and spending in the shopping malls.

Feeling about shopping and spending by Annual Aggregate income of the family

- The average compulsive score with respect to feeling about shopping and spending is highest in case of respondents with annual aggregate income of the family between Rs 4 to 6 lacs (3.74). The lowest mean score is 2.64 for those respondents whose Annual Aggregate income of the family is below Rs 2 lacs.
- The mean score shows that the respondents with the aggregate income of the family of between Rs 4 to 6 lacs are more compulsive with feeling about shopping and spending then compared to others.

Feeling about shopping and spending by No of Children in the family

- The average compulsive score with respect to feeling about shopping and spending is highest in case of respondents with no of children in the family more who having only one child in the family (3.71). The lowest mean score is 3.07 for those respondents who having 3 or more than 3 children in the family.

- The mean score shows that the respondents with no of children in the family more who having only one child in the family more compulsive with feeling about shopping and spending when compared to others.

Feeling about shopping and spending by No of members in the family

- The average compulsive score with respect to feeling about shopping and spending is highest in case of respondents with more than 6 members in the family (3.89) with respect to no of members in the family. The lowest in case of respondents with family members are up to 2 in the family (3.22).
- The mean score shows that the respondents with no of members in the family more than 6 are more compulsive with feeling about shopping and spending when compared to others.

Null Hypothesis (H_0): There is no significant impact of age, gender, marital status, educational qualification, occupational, annual aggregate income of the family, no of children in the family and no of members in the family on feeling about shopping and spending.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores age, gender, marital status, occupational, annual aggregate income of the family, no of children in the family and no of members in the family and feeling about shopping and spending behaviour are significantly lower than the significant level 0.05. Thus, there exists significant impact on these demographic variables and the compulsive buying behaviour towards feeling about shopping and spending and hence, null hypothesis is rejected in case of these factors and compulsive buying behaviour towards feeling about shopping and spending. For educational qualification, no significant impact is found with the compulsive buying behaviour towards feeling about shopping and spending as the calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and compulsiveness towards feeling about shopping and spending.

d) Demographic variables with respect to Compulsion to Spend

Compulsion to spend is third factor extracted from the factor analysis for Compulsive buying behaviour of customers towards shopping malls. Compulsion to spend is one among those four factors which is compact of variables related to, I buy the products to respond offers, I go for shopping because I want to become impressive in the eyes of others and I go for shopping to satisfy my strong inner push. The following table 4.93 describes the mean scores of compulsive

buying behaviour of customers for different demographic characteristics and results of ANOVA on the hypothesis framed.

Table 4.93 Demographic variables with respect to Compulsion to Spend

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	2.82	1.10	82	1.482	.218	NS
	21-30 years	2.85	1.21	262			
	31-40 years	2.96	1.30	380			
	Above 40 years	2.75	1.30	226			
Gender	Male	2.75	1.26	530	10.630	.001	S
	Female	3.02	1.25	420			
Marital status	Married	2.85	1.29	718	.530	.467	NS
	Unmarried	2.92	1.18	232			
Educational qualification	Up to Schooling	2.85	1.23	85	2.119	.096	NS
	Up to Graduation	2.75	1.23	379			
	Up to Post Graduation	2.94	1.28	363			
	Professional / Doctoral Qualified	3.03	1.30	123			
Occupation	Student	2.90	1.13	146	3.599	.003	S
	Govt. Employee	3.07	1.30	110			
	Private Employee	2.77	1.24	328			
	Businessman	2.99	1.35	151			
	Housewife (Home Maker)	2.94	1.27	184			
	Retired and Others	2.13	1.15	31			
Annual Aggregate income of the family	Less than 2 lacs	2.53	0.92	32	28.391	.000	S
	2 lacs-4 lacs	2.11	0.99	145			
	4 lacs-6 lacs	2.85	1.27	340			
	More than 6 lacs	3.16	1.24	433			
No of Children in the family	0	2.80	1.26	256	1.223	.300	NS
	1	2.83	1.25	317			
	2	2.97	1.27	348			
	3 or More than 3	2.76	1.17	29			
No of members in the family	Up to 2	2.31	1.14	64	8.775	.000	S
	3 to 4	2.81	1.26	493			
	5 to 6	2.95	1.26	305			
	More than 6	3.31	1.19	88			

Note: - 5% level of significance, S- Significance NS- Not Significance

Source: Primary Data

Compulsion to spend shopping by Age

- The average compulsive score with respect to compulsion to spend is highest for 31-40 years age group (2.96). The lowest mean score is 2.75 for the age group of more than 40 years.
- The mean scores shows that the middle age groups are more compulsive with compulsion to spend compared to old age groups.

Compulsion to spend shopping by Gender

- The average compulsive score with respect to compulsion to spend is highest for female (3.02) gender than male gender.
- The mean scores shows that the females are more compulsive with compulsion to spend when compared to males.

Compulsion to spend shopping by Marital Status

- The average compulsive score with respect to compulsion to spend is highest in case of unmarried respondents (2.92) when compared to married respondents.
- The mean scores shows that the unmarried respondents are more compulsive with compulsion to spend when compared to unmarried.

Compulsion to spend by Educational Qualification

- The average compulsive score with respect to compulsion to spend is highest for professional and doctoral qualified (3.03). The lowest mean score is 2.75 for the respondents with graduates' level education.
- The mean score shows that the professional and doctoral qualified are more compulsive with compulsion to spend when compared to others.

Compulsion to spend by Occupation

- The average compulsive score with respect to compulsion to spend is highest in case of Government employees (3.07). The lowest mean score is 2.13 for the retired persons.
- The mean scores shows that the government employees are more compulsive with compulsion to spend in the shopping malls.

Compulsion to spend by Annual Aggregate income of the family

- The average compulsive score with respect to compulsion to spend is highest in case of respondents with annual aggregate income of the family more than 6 lacs (3.16). The

lowest mean score is 2.11 for those respondents whose Annual Aggregate income of the family is in between Rs 2 to 4 lacs.

- The mean score shows that the respondents with the aggregate income of the family more than 6 lacs are more compulsive with compulsion to spend then compared to others.

Compulsion to spend by No of Children in the family

- The average compulsive score with respect to compulsion to spend is highest in case of respondents with no of children in the family more who having two children in the family (2.97). The lowest mean score is 2.76 for those respondents who having 3 or more than 3 children in the family.
- The mean score shows that the respondents with no of children in the family more who having two children in the family more compulsive with compulsion to spend when compared to others.

Compulsion to spend by No of members in the family

- The average compulsive score with respect to compulsion to spend is highest in case of respondents with more than 6 members in the family (3.31) with respect to no of members in the family. The lowest in case of respondents with family members are up to 2 in the family (2.31).
- The mean score shows that the respondents with no of members in the family more than 6 are more compulsive with compulsion to spend when compared to others.

Null Hypothesis (H_0): There is no significant impact of age, gender, marital status, educational qualification, occupational, annual aggregate income of the family, no of children in the family and no of members in the family on self-esteem.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores gender, occupational, annual aggregate income of the family and no of members in the family and compulsion to spend behaviour are significantly lower than the significant level 0.05. Thus, there exists significant impact on these demographic Variables and the compulsive buying behaviour towards compulsion to spend and hence, null hypothesis is rejected in case of these factors and compulsive buying behaviour towards compulsion to spend.

For age, marital status, educational qualification and no of children in the family significant impact are found with the compulsive buying behaviour towards compulsion to spend as the

calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and compulsiveness towards compulsion to spend.

- **To study the impact of demographic variables on various factors of impulsive buying behaviour**

4.4.22 ANOVA Test- Impulsive Buying Behaviour

It is recognised that analysis of the impulsive buying behaviour is a mandatory step for the decision makers of the retail business. Thus, the four factors derived from the set of statements related to the impulsive buying behaviour scale, are further analyzed based on the socio-economic factors and its significant association with the factors of customers' buying behaviour. To check this, ANOVA test used at 5% significant level. Factor scores are found out for each factor by adding the ratings of the statement coming under each factor. Each factor represents the buying behaviour of impulsive customers. Higher the score more will be the compulsiveness of the customers with respect to that factor.

a) Demographic variables with respect to Shopping Experience

From the factor analysis, three factors have been derived to measure the Impulsive buying of the customers towards shopping malls. Shopping experience is one among those three factors which is compact of variables related to I buy more when I have more money available, It is easy to for me to overspend when I shop with credit card, I end up being shop more when I have credit cards compared to shop with cash or cheque, If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy, When I see a special promotional sign, I go to look at the product and think to buy it, I like purchase when there is a sale for the products, I enjoy to buy suddenly, When I see a good deal, I tend to buy more than I intended to buy, I intended to buy product after seeing layout, atmosphere, store type or support of sales persons and When I have more time, then I do more impulsive shopping. The following table 4.94 describes the mean scores of impulsive buying behaviour of customers for different demographic characteristics and results of ANOVA on the hypothesis framed.

Table 4.94 Demographic variables with respect to Shopping Experience

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	3.59	0.90	82	14.908	.000	S
	21-30 years	4.08	0.83	262			
	31-40 years	4.22	0.72	380			
	Above 40 years	4.13	0.73	226			

Gender	Male	4.04	0.83	530	9.336	.002	S
	Female	4.19	0.73	420			
Marital status	Married	4.17	0.74	718	23.325	.000	S
	Unmarried	3.89	0.89	232			
Educational qualification	Up to Schooling	3.97	0.74	85	1.641	.178	NS
	Up to Graduation	4.11	0.74	379			
	Up to Post Graduation	4.15	0.81	363			
	Professional / Doctoral Qualified	4.04	0.86	123			
Occupation	Student	3.64	0.89	146	18.242	.000	S
	Govt. Employee	4.01	0.89	110			
	Private Employee	4.15	0.79	328			
	Businessman	4.32	0.60	151			
	Housewife (Home Maker)	4.33	0.56	184			
	Retired and Others	3.79	0.83	31			
Annual Aggregate income of the family	Less than 2 lacs	3.00	0.74	32	33.495	.000	S
	2 lacs-4 lacs	3.84	0.77	145			
	4 lacs-6 lacs	4.20	0.72	340			
	More than 6 lacs	4.22	0.77	433			
No of Children in the family	0	4.04	0.84	256	6.077	.000	S
	1	4.23	0.67	317			
	2	4.07	0.80	348			
	3 or More than 3	3.71	1.03	29			
No of members in the family	Up to 2	3.89	0.71	64	4.172	.006	S
	3 to 4	4.07	0.81	493			
	5 to 6	4.15	0.77	305			
	More than 6	4.30	0.71	88			

Note: - 5% level of significance, S- Significance NS- Not Significance
Source: Primary Data

Shopping Experience by Age

- The average impulsive score with respect to shopping experience is highest for 31-40 years age group (4.22). The lowest mean satisfaction score is 3.59 for the age group of below 20 years.
- The mean scores shows that the mature age groups are more impulsive with shopping experience compared to younger age groups.

Shopping Experience by Gender

- The average impulsive score with respect to shopping experience is highest for female (4.19) gender than male gender.

- The mean scores shows that the females are more impulsive with shopping experience when compared to males.

Shopping Experience by Marital Status

- The average impulsive score with respect to shopping experience is highest in case of married respondents (4.17) when compared to unmarried respondents.
- The mean scores shows that the married respondents are more impulsive with shopping experience when compared to unmarried.

Shopping Experience by Educational Qualification

- The average impulsive score with respect to shopping experience is highest for postgraduates (4.15). The lowest mean score is 3.97 for the respondents with school level education.
- The mean score shows that the postgraduates are more impulsive with shopping experience when compared to others.

Shopping Experience by Occupation

- The average impulsive score with respect to shopping experience is highest in case of housewives (4.33). The lowest mean score is 3.64 for the students.
- The mean scores shows that the housewives are more impulsive with shopping experience in the shopping malls.

Shopping Experience by Annual Aggregate income of the family

- The average impulsive score with respect to shopping experience is highest in case of respondents with annual aggregate income of the family more than 6 lacs (4.22). The lowest mean score is 2.64 for those respondents whose Annual Aggregate income of the family is below Rs 2 lacs.
- The mean score shows that the respondents with the aggregate income of the family of more than 6 lacs are more impulsive with shopping experience then compared to others.

Shopping Experience by No of Children in the family

- The average impulsive score with respect to shopping experience is highest in case of respondents with no of children in the family more who having only one child in the family (4.23). The lowest mean score is 3.71 for those respondents who having 3 or more than 3 children in the family.

- The mean score shows that the respondents with no of children in the family more who having only one child in the family more impulsive with shopping experience when compared to others.

Shopping Experience by No of members in the family

- The average impulsive score with respect to shopping experience is highest in case of respondents with more than 6 members in the family (4.30) with respect to no of members in the family. The lowest in case of respondents with family members are up to 2 in the family (3.89).
- The mean score shows that the respondents with no of members in the family more than 6 are more impulsive with Shopping Experience when compared to others.

Null Hypothesis (H_0): There is no significant impact of age, gender, marital status, educational qualification, occupational, annual aggregate income of the family, no of children in the family and no of members in the family on shopping experience.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores of age, gender, marital status, occupational, annual aggregate income of the family, no of children in the family and no of members in the family and shopping experience are significantly lower than the significant level 0.05. Thus, there exists significant impact on these demographic Variables and the impulsive buying behaviour towards Shopping Experience and hence, null hypothesis is rejected in case of these factors and impulsive buying behaviour towards Shopping Experience.

For educational qualification no significant impact are found with the impulsive buying behaviour towards shopping experience as the calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and impulsiveness towards shopping experience.

b) Demographic variables with respect to Influence of Floor Merchandising

Influence of floor merchandising is another factor extracted from the factor analysis for impulsive buying behaviour of customers towards shopping malls. Influence by floor merchandising is second among those three factors which is compact of variables related I enter that shop which have attracting Eye catching window display, When I walk along the corridor, I tend to look through the products close to me and I tend to try those products that catch my eye when I passed by. The following table 4.95 describes the mean scores of impulsive buying

behaviour of customers for different demographic characteristics and results of ANOVA on the hypothesis framed.

Table 4.95 Demographic variables with respect to Influence of Floor Merchandising

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	3.30	1.07	82	10.940	.000	S
	21-30 years	3.80	0.99	262			
	31-40 years	3.96	0.92	380			
	Above 40 years	3.87	0.94	226			
Gender	Male	3.78	1.02	530	4.795	.029	S
	Female	3.92	0.91	420			
Marital status	Married	3.91	0.93	718	18.364	.000	S
	Unmarried	3.60	1.07	232			
Educational qualification	Up to Schooling	3.80	0.92	85	.228	.877	NS
	Up to Graduation	3.82	0.96	379			
	Up to Post Graduation	3.87	1.00	363			
	Professional / Doctoral Qualified	3.85	1.00	123			
Occupation	Student	3.39	1.04	146	10.951	.000	S
	Govt. Employee	3.96	0.95	110			
	Private Employee	3.78	1.02	328			
	Businessman	4.13	0.83	151			
	Housewife (Home Maker)	3.99	0.84	184			
	Retired and Others	3.82	0.92	31			
Annual Aggregate income of the family	Less than 2 lacs	2.74	0.98	32	21.255	.000	S
	2 lacs-4 lacs	3.57	1.03	145			
	4 lacs-6 lacs	3.90	0.94	340			
	More than 6 lacs	3.96	0.92	433			
No of Children in the family	0	3.80	0.99	256	1.692	.167	NS
	1	3.90	0.96	317			
	2	3.84	0.97	348			
	3 or More than 3	3.49	1.01	29			
No of members in the family	Up to 2	3.91	0.84	64	0.539	.655	NS
	3 to 4	3.84	0.98	493			
	5 to 6	3.80	1.00	305			
	More than 6	3.93	0.93	88			

Note: - 5% level of significance, S- Significance NS- Not Significance

Source: Primary Data

Influence of floor merchandising by Age

- The average impulsive score with respect to influence of floor merchandising is highest for 31-40 years age group (3.96). The lowest mean satisfaction score is 3.30 for the age group of below 20 years.
- The mean scores shows that the mature age groups are more impulsive with influence of floor merchandising compared to younger age groups.

Influence of floor merchandising by Gender

- The average impulsive score with respect to influence of floor merchandising is highest for female (3.92) gender than male gender.
- The mean scores shows that the females are more impulsive with influence of floor merchandising when compared to males.

Influence of floor merchandising by Marital Status

- The average impulsive score with respect to influence of floor merchandising is highest in case of married respondents (3.91) when compared to unmarried respondents.
- The mean scores shows that the married respondents are more impulsive with influence of floor merchandising when compared to unmarried.

Influence of floor merchandising by Educational Qualification

- The average impulsive score with respect to influence of floor merchandising is highest for postgraduates (3.87). The lowest mean score is 3.80 for the respondents with school level education.
- The mean score shows that the postgraduates are more impulsive with influence of floor merchandising when compared to others.

Influence of floor merchandising by Occupation

- The average impulsive score with respect to influence of floor merchandising is highest in case of businessmen (4.13). The lowest mean score is 3.39 for the students.
- The mean scores shows that the businesspersons are more impulsive with influence of floor merchandising in the shopping malls.

Influence of floor merchandising by Annual Aggregate income of the family

- The average impulsive score with respect to influence of floor merchandising is highest in case of respondents with annual aggregate income of the family more than 6

lacs (3.96). The lowest mean score is 2.74 for those respondents whose Annual Aggregate income of the family is below Rs 2 lacs.

- The mean score shows that the respondents with the aggregate income of the family of more than 6 lacs are more impulsive with influence of floor merchandising then compared to others.

Influence of floor merchandising by No of Children in the family

- The average impulsive score with respect to influence of floor merchandising is highest in case of respondents with no of children in the family more who having only one child in the family (3.90). The lowest mean score is 3.49 for those respondents who having 3 or more than 3 children in the family.
- The mean score shows that the respondents with no of children in the family more who having only one child in the family more impulsive with influence of floor merchandising when compared to others.

Influence of floor merchandising by No of members in the family

- The average impulsive score with respect to Influence of floor merchandising is highest in case of respondents with more than 6 members in the family (3.93) with respect to no of members in the family. The lowest in case of respondents with family members are in between 5 to 6 in the family (3.80).
- The mean score shows that the respondents with no of members in the family more than 6 are more impulsive with Influence of floor merchandising when compared to others.

Null Hypothesis (H0): There is no significant impact of age, gender, marital status, educational qualification, occupational, annual aggregate income of the family, no of children in the family and no of members in the family on influence of floor merchandising.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores of age, gender, marital status, occupational and annual aggregate income of the family and Influence of floor merchandising are significantly lower than the significant level 0.05. Thus, there exists significant impact on these demographic Variables and the impulsive buying behaviour towards Influence of floor merchandising and hence, null hypothesis is rejected in case of these factors and impulsive buying behaviour towards Influence of floor merchandising. For educational qualification, no of children in the family and no of members in the family no significant impact are found with the impulsive buying

behaviour towards influence of floor merchandising as the calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and impulsiveness towards Influence of floor merchandising.

c) Demographic variables with respect to Approach Towards Impulsive Shopping

Approach towards impulse shopping is another factor extracted from the factor analysis for impulsive buying behaviour of customers towards shopping malls. Approach towards impulse shopping is onthoer among those three factors which is compact of variables related When I see some product of my choice, I buy without considering the consequences, I feel a sense of excitement when I make impulse purchase, I am that person who makes unplanned purchases and I buy the product after watching advertisement of that product. The following table 4.96 describes the mean scores of impulsive buying behaviour of customers for different demographic characteristics and results of ANOVA on the hypothesis framed.

Table 4.96 Demographic variables with respect to Approach Towards Impulsive Shopping

Variables	Groups	Mean	S.D	No.	F- Value	SIG	Results
Age	Below 20 years	3.16	0.88	82	3.089	.026	S
	21-30 years	3.29	0.94	262			
	31-40 years	3.44	0.91	380			
	Above 40 years	3.28	0.93	226			
Gender	Male	3.25	0.93	530	9.908	.002	S
	Female	3.44	0.90	420			
Marital status	Married	3.35	0.92	718	.797	.372	NS
	Unmarried	3.29	0.92	232			
Educational qualification	Up to Schooling	3.26	0.87	85	2.339	.072	NS
	Up to Graduation	3.26	0.87	379			
	Up to Post Graduation	3.38	0.96	363			
	Professional / Doctoral Qualified	3.49	0.98	123			
Occupation	Student	3.15	0.88	146	3.776	.002	S
	Govt. Employee	3.24	0.99	110			
	Private Employee	3.34	0.95	328			
	Businessman	3.47	0.88	151			
	Housewife (Home Maker)	3.49	0.85	184			
	Retired and Others	3.02	0.99	31			

Annual Aggregate income of the family	Less than 2 lacs	2.68	0.91	32	27.915	.000	S
	2 lacs-4 lacs	2.82	0.87	145			
	4 lacs-6 lacs	3.41	0.87	340			
	More than 6 lacs	3.50	0.90	433			
No of Children in the family	0	3.27	0.97	256	1.349	.257	NS
	1	3.37	0.91	317			
	2	3.38	0.90	348			
	3 or More than 3	3.12	0.77	29			
No of members in the family	Up to 2	3.00	0.91	64	5.082	.002	S
	3 to 4	3.31	0.96	493			
	5 to 6	3.38	0.89	305			
	More than 6	3.56	0.75	88			
Note: - 5% level of significance, S- Significance NS- Not Significance							
Source: Primary Data							

Approach towards impulse shopping by Age

- The average impulsive score with respect to approach towards impulse shopping is highest for 31-40 years age group (3.44). The lowest mean satisfaction score is 3.16 for the age group of below 20 years.
- The mean scores shows that the mature age groups are more impulsive with approach towards impulse shopping compared to younger age groups.

Approach towards impulse shopping by Gender

- The average impulsive score with respect to approach towards impulse shopping is highest for female (3.44) gender than male gender.
- The mean scores shows that the females are more impulsive with approach towards impulse shopping when compared to males.

Approach towards impulse shopping by Marital Status

- The average impulsive score with respect to approach towards impulse shopping is highest in case of married respondents (3.35) when compared to unmarried respondents.
- The mean scores shows that the married respondents are more impulsive with approach towards impulse shopping when compared to unmarried.

Approach towards impulse shopping by Educational Qualification

- The average impulsive score with respect to approach towards impulse shopping is highest for professional / doctoral qualified (3.49). The lowest mean score is 3.26 for the respondents with school and graduate level education.
- The mean score shows that the professional / doctoral qualified are more impulsive with approach towards impulse shopping when compared to others.

Approach towards impulse shopping by Occupation

- The average impulsive score with respect to approach towards impulse shopping is highest in case of housewives (3.49). The lowest mean score is 3.02 for the retired persons.
- The mean scores shows that the housewives are more impulsive with approach towards impulse shopping in the shopping malls.

Approach towards impulse shopping by Annual Aggregate income of the family

- The average impulsive score with respect to approach towards impulse shopping is highest in case of respondents with annual aggregate income of the family more than 6 lacs (3.50). The lowest mean score is 2.68 for those respondents whose Annual Aggregate income of the family is below Rs 2 lacs.
- The mean score shows that the respondents with the aggregate income of the family of more than 6 lacs are more impulsive with approach towards impulse shopping then compared to others.

Approach towards impulse shopping by No of Children in the family

- The average impulsive score with respect to approach towards impulse shopping is highest in case of respondents with no of children in the family more who having two children in the family (3.38). The lowest mean score is 3.12 for those respondents who having 3 or more than 3 children in the family.
- The mean score shows that the respondents with no of children in the family more who having two children in the family more impulsive with approach towards impulse shopping when compared to others.

Approach towards impulse shopping by No of members in the family

- The average impulsive score with respect to approach towards impulse shopping is highest in case of respondents with more than 6 members in the family (3.56) with respect to no of members in the family. The lowest in case of respondents with family members are in between up to 2 in the family (3.00).
- The mean score shows that the respondents with no of members in the family more than 6 are more impulsive with approach towards impulse shopping when compared to others.

Null Hypothesis (H_0): There is no significant impact of age, gender, marital status, educational qualification, occupation, annual aggregate income of the family, no of children in the family and no of members in the family on approach towards impulse shopping.

ANOVA is applied to test the above hypothesis. The calculated significant value and comparing the mean scores of age, gender, occupation, annual aggregate income of the family and no of members in the family and approach towards impulse shopping are significantly lower than the significant level 0.05. Thus, there exists significant impact on these demographic Variables and the impulsive buying behaviour towards approach towards impulse shopping and hence, null hypothesis is rejected in case of these factors and impulsive buying behaviour towards approach towards impulse shopping.

For marital status, educational qualification and no of children in the family no significant impact are found with the impulsive buying behaviour towards approach towards impulse shopping as the calculated test values are higher than the significant level 0.05. Hence, the null hypothesis is accepted with respect to these factors and impulsiveness towards approach towards impulse shopping.

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CHAPTER- 5

RESULTS AND DISCUSSIONS

5.1 Introduction

This chapter summarizes the research procedure and presents a background of the research. The findings discussed in this chapter are in the context of the five research objectives established for the study. The findings are drawn based on the statistical analysis performed in the previous chapter of data analysis for all the four banks taken for the study.

5.2 General Findings

Of the 950 respondents surveyed:

- 56 % of respondents are male and 44 % are female. Almost equal proportion of males and females are considered.
- 9 % of respondents surveyed from under 20 years of age, 27 % of respondents surveyed aged 21 to 30 years of age group. 40 % of respondents were surveyed from the 31-40 age group and 24 % were surveyed from the more than 40 age group. Respondents up to 40 years age tend to visit organized shopping mall compared to people of higher ages.
- 76 % of respondents are married, and 24 % of respondents are unmarried.
- 9% of respondents are from up to school level education, 40% of respondents completed their graduation, 38% of respondents completed their post-graduation and 13% of respondents completed their professional or doctoral qualified.
- 15 % respondents were graduates, 12% respondents were government employees, 35 % respondents were private workers, 16 %respondents were entrepreneurs, 19% were housewives and 3 % were retired and others.
- Respondents in income levels from 2-4 lacs add up to about 15.3% of the study. Respondents in income groups from 4 to 6 lacs add up to approximately 35.8 per cent of the study. Respondents' annual aggregate income of the family more than 6 lacs are 45.6%.
- 26.9 % of respondents do not have children in their families, 33.4 % have one child in their families, 36.6 % have two children in their families and only 3.1 % have three or more children in their families.
- 6.7% of respondents have up to two family members, 51.9 % have three to four family members, 32.1% have five to six family members and only 9.3% have more than six family members.

5.3 Findings of research objective 1:

Objective 1: To study the buying behaviour of consumers towards purchasing of FMCG products from retail malls.

Findings: To achieve objective 1, researcher surveyed 950 respondents and found that:

- ✓ Majority of respondents (51 %) preferred D Mart compered to Big Bazaar, Osia, and Reliance fresh.
- ✓ Majority of respondents (70 %) purchased FMCG products once per month compared to approximately once per fortnight, once per week, twice per week and more than twice per week.
- ✓ Majority of respondents (43 %) have spent more than two hours for shopping of day-to-day FMCG products.
- ✓ Majority of respondents (98 %) have purchased products from the mall which were not in their shopping list.
- ✓ Majority of respondents (64 %) are spent up to ₹ 1,000 in impulsive purchasing.
- ✓ Majority of respondents (45%) have preferred that husband or wife were major source behind buying after seeing product appearance.
- ✓ Majority of respondents (68%) have preferred that they were go for compulsive or impulsive buying once a month.
- ✓ Majority of respondents (63 %) have preferred that they are going for shopping with their spouse.
- ✓ Majority of respondents (44 %) have preferred that spouse together take decision to buy the products.
- ✓ Majority of the respondents (99%) influenced their purchased due to offers announced by the malls and they had purchased additional products.
- ✓ Respondents inspired to buy impulsively by promotional offers (1^{st} rank -39%) and seasonal sale (2^{nd} rank -27%) compared to other options.
- ✓ Respondents given 1^{st} rank to Display (21%) and 2^{nd} rank to Availability of brands (17%) compared to other options to reasons for an impulsive or compulsive purchase from retail malls. Respondents attracted with the attractive displays as well as availability of brands.
- ✓ Respondents suggested discount and festival offers to mall as Advertising or Sales promotion schemes.

5.4 Findings of research objective 2:

Objective 1: To study the various FMCG product categories purchased compulsively & impulsively from retail malls and their behaviour after purchase.

Findings: To achieve objective 2, researcher surveyed 950 respondents and found that;

- ✓ Majority of respondents have purchased Household products (16%), Foods (14%), Beverages - cold drinks etc. (11%) and dairy/ bakery products (11%) compulsively and impulsively.
- ✓ Majority of the respondents enjoying impulsive buying. They have no regret, but they were enjoying after Impulsive Purchase.

5.5 Findings of research objective 3:

Objective 3: To study the impact of compulsive and impulsive buying behaviour among consumers on various factors.

- ➢ **To study the impact of compulsive buying behaviour among consumers on various factors.**

Appropriateness of Factor Analysis - Compulsive buying behaviour.

Findings: To achieve objective, exploratory factor analysis technique was used by researcher. The sample size was 950 respondents and variable used were 22 statements, which satisfy the first two conditions that sample size should be more than 100 and ratio between them should be atleast5:1.

- ✓ Also, researcher found KMO value is more than 0.5, i.e., 0.860. Therefore, it is meaningful to run factor analysis. Moreover, the significance value is 0.000 which is less than 0.05 and therefore we reject HO which shows that interrelated matrix is not identity matrix.
- ✓ Also, majority of the communality values are more than 0.5 and nearer to 1 so it indicates validation of factor analysis.
- ✓ Findings of total variance explained suggest that total 4 component explain 54.634 % of the total variance in the variables which are included in the component.
- ✓ Four factors of compulsive buying behaviour extracted from the factor analysis techniques are willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend.

Reliability and validity of compulsive buying behaviour by using construct measurement technique.

Findings:

H0: All the dimensions of compulsive buying behaviour (willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend) are not reliable and valid.

H1: All the dimensions of compulsive buying behaviour (willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend) are reliable and valid.

All the factors and dimensions of compulsive buying behaviour are tested with the help of construct measurement techniques with the help of SPSS AMOS software. Output reported that majority of the variables are having factors loading and standardized regression weight are above 0.50. All the dimensions are having less factor loading are eliminated for the further study.

Findings of Validity & Reliability Check

Table 5.1 Convergent Validity- Compulsive buying behaviour

Constructs	Indicator Variables	Standardized Loading	t-values/ Critical Ratio	Composite reliability (CR)	Average Variance Extracted (AVE)
Willingness for Compulsive Shopping (WCS)	WCS7	0.785		0.87	0.53
	WCS6	0.644	12.394		
	WCS5	0.757	11.512		
	WCS3	0.766	13.215		
	WCS2	0.604	12.011		
	WCS1	0.78	11.762		
Self Esteem (Sest)	Sest4	0.686		0.79	0.50
	Sest3	0.725	14.815		
	Sest2	0.708	14.533		
	Sest1	0.715	15.851		
Feeling about shopping and spending (FASS)	FASS4	0.632		0.80	0.54
	FASS3	0.727	11.959		
	FASS2	0.713	14.207		
	FASS1	0.84	14.283		
Compulsion to Spend (CTS)	CTS2	0.727		0.74	0.51
	CTS1	0.705	7.388		

Source: Output from SPSS Amos 26 based on Primary Data

Converge Validity

According to Hair (2006) a high proportion of variation called convergent validity should be shared by items that are indicators of a specific construction. When the loading on each factor is greater than 0.5, a converging validity may occur (Hair, 2006). From the above Table 5.1 it is obvious that the loading of items of all four variables is 0.5 or higher than 0.5, which means that these variables converge on a common point of the Latent Variable. This confirms the convergent validity at a substantial 0.05 stage.

The composite reliability of all the four variables observed is higher than 0.7 which suggests a strong reliability in the factor structure. Average Variance Extracted (AVE) is the final component of convergent validity. Of all variables measured AVE is greater than 0.50 which means that each construct explains more than half of the variance. Item loading, construct reliability and AVE support factor structure convergence validity.

Table 5.2 Discriminant Validity- Compulsive buying behaviour

		Average AVE of two Constructs	**Square Correlation Value**
WCS	↔ Sest	0.5148	0.0015
WCS	↔ FASS	0.5314	0.4134
WCS	↔ CTS	0.5201	0.3283
Sest	↔ FASS	0.5188	0.0671
Sest	↔ CTS	0.5075	0.0001
FASS	↔ CTS	0.5241	0.2333

Discriminant validity is the degree to which one construct is truly different from the other. According to Hair (2006), to fulfill the condition of discriminant validity, the average AVE of two constructs must be greater than the square of their correlations. The average AVE value and square correlation values of all constructs satisfy the condition in the above table 5.2, so it can be concluded that the factor structure's discriminating validity is verified.

Reliability Test Using Cronbach Alpha:

Table 5.3 Reliability Tests- Compulsive buying behaviour

Sr. No	**Name of Factors**	**No of Items**	**Reliability (Cronbach's Alpha)**
1	Willingness for Compulsive Shopping	06	0.77
2	Self-Esteem	04	0.75
3	Feeling about Shopping and Spending	04	0.75
4	Compulsion to spend	02	0.73

The reliability test of factors taken for compulsive buying behaviour as shown above Table 5.3. As we can see that all of the Cronbach alpha value is above 0.70, we can consider that all compulsive buying behaviour variables are accurate. Accordingly, it is clear from the above test that null hypothesis is refused and suggests that all compulsive buying behaviour variables are reliable and valid.

CFA of Compulsive Buying Behaviour

H0: There is no significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending, self-esteem, and compulsion to spend.

H1: There is a significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending, self-esteem, and compulsion to spend.

In total two models are evolved to check the impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending, self-esteem, and compulsion to spend as below with the help of SPSS AMOS software.

- ✓ Confirmatory Factor Analysis model of compulsive buying behaviour.
- ✓ Second order CFA model of compulsive buying behaviour.

All the models show the Factor Loadings of various factors. As suggested by Hair et al. (2009), the recommended value of factor loading should be greater than 0.5. As majority of the Factor loadings are greater than 0.5, it confirms the construct validity.
Model fit summary for all the models suggest that on the basis of our Model is fit on the basis of Goodness-of-Fit results.

Findings: The collected data fits well in the explored hypothesized model. Thus, null hypothesis is rejected means summarized that there is a significant impact of compulsive buying behaviour among consumers on various factors such as willingness for compulsive shopping, feeling about shopping and spending and compulsion to spend.

But null hypothesis is failed to reject means summarized that there is no significant impact of compulsive buying behaviour among consumers on factor ‘Self Esteem’.

- **To study the impact of impulsive buying behaviour among consumers on various factors.**

Appropriateness of Factor Analysis - impulsive buying behaviour

Findings: To achieve objective, exploratory factor analysis technique was used by researcher. The sample size was 950 respondents and variable used were 20 statements, which satisfy the first two conditions that sample size should be more than 100 and ratio between them should be atleast5:1.

- ✓ Also, researcher found KMO value is more than 0.5, i.e., 0.906. Therefore, it is meaningful to run factor analysis. Moreover, the significance value is 0.000 which is less than 0.05 and therefore we reject HO which shows that interrelated matrix is not identity matrix.
- ✓ Also, majority of the communality values are more than 0.5 and nearer to 1 so it indicates validation of factor analysis.
- ✓ Findings of total variance explained suggest that total 3 component explain 55.940 % of the total variance in the variables which are included in the component.
- ✓ Four factors of impulsive buying behaviour extracted from the factor analysis techniques are Shopping experience, influence of floor merchandising and approach towards impulse shopping.

Reliability and validity of impulsive buying behaviour by using construct measurement technique.

Findings:

H0: All the dimensions of impulsive buying behaviour (Shopping experience, influence of floor merchandising and approach towards impulse shopping) are not reliable and valid.

H1: All the dimensions of impulsive buying behaviour (Shopping Experience, Influence of floor merchandising and approach towards impulse shopping) are reliable and valid.

All the factors and dimensions of impulsive buying behaviour are tested with the help of construct measurement techniques with the help of SPSS AMOS software. Output reported that majority of the variables are having factors loading and standardized regression weight are above 0.50. All the dimensions are having less factor loading are eliminated for the further study.

Findings of Validity & Reliability Check

Table 5.4 Convergent Validity- Impulsive buying behaviour					
Constructs	Indicator Variables	Standardized Loading	t-values/ Critical Ratio	Composite reliability (CR)	Average Variance Extracted (AVE)
Shopping experience (SE)	SE10	0.751		0.92	0.53
	SE9	0.577	14.11		
	SE8	0.646	13.58		
	SE7	0.781	15.72		
	SE6	0.692	15.88		
	SE5	0.757	16.73		
	SE4	0.741	16.53		
	SE3	0.726	17.37		
	SE2	0.769	16.88		
	SE1	0.811	16.33		
Influence of floor merchandising (IFM)	IFM3	0.516		0.80	0.59
	IFM2	0.867	15.17		
	IFM1	0.864	15.20		
Approach towards impulse shopping (ATIS)	ATIS2	0.674		0.82	0.52
	ATIS1	0.775	9.35		
	ATIS3	0.728	9.22		
	ATIS4	0.717	8.21		
Source: Output from SPSS Amos 26 based on Primary Data					

Converge Validity

According to Hair (2006), items that are indicators of a specific construct should share a high proportion of variance called as convergent validity. If loading is greater than 0.5 on each factor, there is a converge validity (Hair, 2006). It is clear from the above Table 5.4 that item loadings of all the four factors are 0.5 or higher than 0.5, which indicates that these factors converge on a common point on Latent Variable. This confirms the convergent validity at a significant level of 0.05.

Composite reliability of all the four observed variables is higher than 0.7 which indicates that the factor structure has a good reliability. The final component of convergent validity is Average Variance Extracted (AVE). AVE calculated for all factors is greater than 0.50 which indicates that

more than half of the variance is explained by each construct. Item loading, construct reliability and AVE confirm the convergent validity of the factor structure.

Table 5.5 Discriminant Validity-Impulsive buying behaviour			
		Average AVE of two Constructs	**Square Correlation Value**
SE	↔ IFM	0.56	0.2862
SE	↔ ATIS	0.53	0.4775
IFM	↔ ATIS	0.56	0.3136

Discriminant validity is the degree to which one construct is truly different from the other construct. According to Hair (2006), Average AVE of two construct must be greater than the square of their correlation to satisfy the condition of discriminant validity. In the above shown Table 5.5 the average AVE value and square correlation values of all constructs satisfy the condition; hence it can be concluded that discriminant validity of the factor structure is confirmed.

Reliability Test Using Cronbach Alpha:

Table 5.6 Reliability Tests- Impulsive buying behaviour			
Sr. No	**Name of Factors**	**No of Items**	**Reliability (Cronbach's Alpha)**
1	Shopping experience	10	0.89
2	Influence of floor merchandising	03	0.79
3	Approach towards impulse shopping	04	0.70

Above Table 5.6 shows the reliability test of factors taken for customer satisfaction. As we can see all the Cronbach alpha value is equal to and above 0.70, we can interpret that all factors of impulsive buying behaviour are reliable. Hence, it is clear from the above test that null hypothesis is rejected and concluded that all the factors of impulsive buying behaviour are reliable and valid.

CFA of Compulsive Buying Behaviour

H0: There is no significant impact of impulsive buying behaviour among consumers on various factors such as Shopping Experience, Influence of floor merchandising and approach towards impulse shopping.

H1: There is a significant impact of impulsive buying behaviour among consumers on various factors such as shopping experience, influence of floor merchandising and approach towards impulse shopping.

In total two models are evolved to check the impact of impulsive buying behaviour among consumers on various factors such as shopping experience, influence of floor merchandising and approach towards impulse shopping as below with the help of SPSS AMOS software.

- ✓ Confirmatory Factor Analysis model of impulsive buying behaviour.
- ✓ Second order CFA model of impulsive buying behaviour.

All the models show the Factor Loadings of various factors. As suggested by Hair et al. (2009), the recommended value of factor loading should be greater than 0.5. As majority of the Factor loadings are greater than 0.5, it confirms the construct validity.

Model fit summary for all the models suggest that on the basis of our Model is fit on the basis of Goodness-of-Fit results.

Findings: The collected data fits well in the explored hypothesized model. Thus, null hypothesis is rejected means summarized that there is a significant impact of impulsive buying behaviour among consumers on various factors such as shopping experience, influence of floor merchandising and approach towards impulse shopping.

5.6 Findings of research objective 4:

Objective: 4 To study the impact of demographic variables on various factors of compulsive and impulsive buying behaviour

- ➢ **To study the impact of demographic variables on various factors of compulsive buying behaviour**

Findings:

- ✓ Four factors of compulsive buying behaviour extracted from the factor analysis techniques are willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend.
- ✓ Among these four factors feeling about shopping and spending is the most important factor which has significance over compulsive buying behaviour.

- ✓ Self Esteem and compulsion to spend are the least significant factor which the consumers consider while compulsive buying for purchasing FMCG products.
- ✓ The behaviour of mature age group (31-40 years), female, housewives with the aggregate annual income of the family of more than ₹ 6 lacs, two children in the family and more than 6 family members of respondents have positive towards the willingness for compulsive shopping.
- ✓ The demographic Variables such as age, gender, occupation, annual aggregate income of the family, no of children in the family and no of members in the family have significant difference with the factor willingness for compulsive shopping.
- ✓ The behaviour of young age group (below 20 years), female, students with the aggregate annual income of the family of less than ₹ 2 lacs have positive towards the self-esteem.
- ✓ The demographic Variables such as age, gender, occupation, and annual aggregate income of the family have significant difference with the factor self-esteem.
- ✓ The behaviour of mature age group (31-40 years), female, married, businessman, with the aggregate annual income of the family of between ₹ 4 to ₹ 6 lacs, one child in the family and more than 6 family members of respondents have positive towards the feeling about shopping and spending.
- ✓ The demographic Variables such as age, gender, marital status, occupation, annual aggregate income of the family, no of children in the family and no of members in the family have significant difference with the factor feeling about shopping and spending.
- ✓ The behaviour of female, government employees, with the aggregate annual income of the family of more than ₹ 6 lacs and more than 6 family members have positive towards the compulsion to spend.
- ✓ The demographic Variables such as gender, occupation, annual aggregate income of the family and no of members in the family have significant difference with the factor compulsion to spend.
- ✓ In general, Females have more compulsive buying behaviour with respect to purchasing of FMCG products than males.

- **To study the impact of demographic variables on various factors of impulsive buying behaviour**

Findings:

- ✓ Three factors of impulsive buying behaviour extracted from the factor analysis techniques are shopping experience, influence of floor merchandising and approach towards impulse shopping.
- ✓ Among these three factors shopping experience is the most important factor which has significance over impulsive buying behaviour.
- ✓ Influence of floor merchandising and approach towards impulse shopping are the least significant factor which the consumers consider while impulsive buying for purchasing FMCG products.
- ✓ The behaviour of mature age group (31-40 years), female, married, housewives with the aggregate annual income of the family of more than ₹ 6 lacs, only one child in the family and more than 6 family members of respondents have positive towards the shopping experience.
- ✓ The demographic Variables such as age, gender, marital status, occupation, annual aggregate income of the family, no of children in the family and no of members in the family have significant difference with the factor shopping experience.
- ✓ The behaviour of mature age group (31-40 years), female, married, businesspersons with the aggregate annual income of the family of more than ₹ 6 lacs of respondents have positive towards the influence of floor merchandising.
- ✓ The demographic Variables such as age, gender, marital status, occupation, and annual aggregate income of the family have significant difference with the factor influence of floor merchandising.
- ✓ The behaviour of mature age group (31-40 years), female, and housewives with the aggregate annual income of the family of more than ₹ 6 lacs and more than 6 family members of respondents have positive towards the approach towards impulse shopping.
- ✓ The demographic Variables such as age, gender, occupation, annual aggregate income of the family and no of members in the family have significant difference with the factor approach towards impulse shopping.
- ✓ Females of mature age group (31-40 years) and with the aggregate annual income of the family of more than ₹ 6 lacs have more impulsive buying behaviour with respect to purchasing of FMCG products compared to others.

CHAPTER 6
CONCLUSION, MAJOR CONTRIBUTIONS AND SCOPE OF FURTHER WORK

6.1 Conclusion

In this study, researcher made comprehensive efforts to study consumer compulsive and impulsive buying behaviour in Gujarat state in retail mall with specific emphasis on fmcg products. On the basis of comprehensive literature review, the researcher defined different variables for the two study constructs, i.e., compulsive and impulsive consumer buying behaviour. Using reliability analysis, the selected scale was tested. Researcher introduced the exploratory factor analysis approach using SPSS tools to investigate causes that are responsible for the compulsive and impulsive consumer buying behaviour. By using EFA, all variables of compulsive and impulsive consumer buying behaviour have been translated into four and three factors respectively reflecting the compulsive and impulsive buying behaviour of consumers who have purchased FMCG goods.

Researcher analyzed four factors that contribute to the compulsive buying behaviour, namely willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend and three factors that contribute to impulsive buying behaviour, namely shopping experience, influence of floor merchandising and approach towards impulsive shopping.

Efforts were made to know the impact of various demographic variables and compulsive buying behaviour of consumers who purchased products from FMCG. From the analysis it can be concluded that the feeling about shopping and spending among these four factors is the most important factor that has significance over compulsive buying behaviour. Self-esteem and compulsion to spend are the least important factor that customers consider when buying FMCG goods compulsively.

It can be concluded that most of respondents have purchased Household products, Foods, Beverages - cold drinks etc. and dairy/ bakery products compulsively and impulsively. It can

also be concluded that majority of the respondents enjoying impulsive buying and they have no regret, but they were enjoying after impulsive purchasing.

6.2 Major contributions

Researcher tried to contribute new information in the field of compulsive and impulsive purchasing behaviour among consumers with the aid of research and findings. Here, researcher attempted to study compulsive and impulsive consumer buying behaviour and its effect on different factors. Past researchers have not concentrated on impulsively and compulsively buying products both together. A new model has been explored which measure impact of Compulsive and impulsive buying behaviour on different factors.

This study would be useful for all shopping malls, particularly departments of the FMCG, to implement various strategies for attracting consumers within their organisations. The results from this study will give the future researcher some platform for their study. Research provides a good picture of what consumers feel about their products and what factors draw them to explicitly FMCG goods for compulsive and impulsive buying behaviour.

With the help of exploratory factor analysis, researcher extracted four factors that contribute to the compulsive buying behaviour, namely willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend and three factors that contribute to impulsive buying behaviour, namely shopping experience, influence of floor merchandising and approach towards impulsive shopping.

6.3 Limitations of the study

The essence of this research posed some inherent limitations that affected the findings and interpretation. The approach used to gather data is survey using a formal questionnaire as a tool. There are also some limitations present in this type of data collection process. This happens because of low response rates, complicated and ambiguous questions and surveys that might be too long (Cooper and Schindler, 2003)[15].

Geographic location is one of the study's limitations. The research is restricted only to Gujarat, India's geographical position and the findings can or may not apply to the entire world. But generalization needs to be made with caution.

The number of respondents surveyed varied according to age groups, gender and level of income. It may have affected the effects of two-group disparities. This may also have contributed to certain prejudices in the analysis.

The researcher has made every possible effort to achieve the objectives. However, there are other drawbacks noticed by the researcher as follows, as it was a human effort.

The research limited to Big Bazar, D-Mart, Osia, and Reliance Fresh's functioning in selected developed or urban cities in different part of Gujarat. The survey was limited to selecting only four malls, and thus cannot be applied to the entire state or country. Several other variables can also assess compulsive and impulsive buying behaviour.

The Study results are based on primary data obtained from respondents coming out of the shopping malls. However, their behaviour in the retail shops or stores are not done because previous research found that in different situations human actions will be different. This could be one more research restriction.

6.4 Scope of further work

There has been an immense scope for the related study. This research is based on data and information obtained from various retail malls operating in selected cities in Gujarat state. This type of research can be carried out for retail shops or stores also.

Furthermore, analysis can be performed for other cities or rural areas of Gujarat state or other states within India, or the same analysis can be extended for another country and explore its effect on other cultures which may be another field of interest to research.

Other factors apart from four factors (Researcher analyzed four factors that contribute to the compulsive buying behaviour, namely willingness for compulsive shopping, self-esteem, feeling about shopping and spending and compulsion to spend and three factors that contribute to impulsive buying behaviour, namely shopping experience, influence of floor merchandising and approach towards impulsive shopping) identified by this study can be explored by the future researcher.

The survey was limited to selected variables so several other variables can also assess compulsive and impulsive buying behaviour.

LIST OF PUBLICATIONS

1. Prashant Ravindrakumar Pandya, Dr. Kerav Pandya (2017), "An Empirical Study of Impulsive Consumers' Behaviour at the Time of Selection of FMCG Products due to Demonetisation: A Factor Analysis", Towards Excellence UGC-Academic Staff College, Gujarat University, Ahmedabad, India. ISSN No. 0974-035X
2. Prashant Ravindrakumar Pandya, Dr Kerav Pandya (2018), "The Impact of Demonetization on the Impulse Buying Behaviour of FMCG Consumers" in IUP journal of Management Research ISSN: 0972-5342, Volume XVII, Issue 4, p-45-62 Oct 2018, Hyderabad-500082, Telangana, India
3. Prashant Ravindrakumar Pandya, Dr. Kerav Pandya (2019), "A Pragmatic Study on impact of Privatization on Quality Education" - A Study of Gujarat state", International Journal of Exclusive Management Research, Archers & Elevators Publishing House, Bengaluru, Karnataka, India. ISSN 2249-8672
4. Prashant Ravindrakumar Pandya, Dr Kerav Pandya, "A Lockdown: Study on Human Behaviour" in Mukt Shabd Journal ISSN NO: 2347-3150, Volume IX, Issue VI, p-3057-3063, June 2020.
5. Prashant Ravindrakumar Pandya, Dr Kerav Pandya, "An empirical study of compulsive buying behaviour of consumer" in Alochana Chakra Journal ISSN NO: ISSN NO: 2231-3990, Volume IX, Issue VI, p-4102-4114, June 2020.

APPENDIX

Questionnaire- English

Sir/Madam,

I am, a research scholar from Gujarat Technological University, Ahmedabad, conducting a research on "**A Study on Compulsive and Impulsive Buying Behaviour of Consumers in Gujarat State in Retail Mall with Special Focus on FMCG Products.**" This questionnaire is the tool for measurement of research work being conducted and is purely for the research purpose. Information shared by you would be used only for academic purposes and in any circumstances will not be shared with anyone else. I request you to spare some of your valuable time.

* **Fast Moving Consumers Goods** (FMCG) includes Fruits, vegetables, dairy products, baked products, toiletries, soft drinks, chocolate, candies, cleaning products, beauty and personal care, pasta and noodles etc.

Part 1

Please tick **(√)** in any of the options from following:

1. **Which of the following Retail stores do you prefer most for buying FMCG products?**

   ☐ Big Bazaar ☐ D-Mart ☐ Osia ☐ Reliance Fresh ☐ Others (Specify) _____

2. **How many times do you visit a mall in a month?**

   ☐ Once per month ☐ Approximately once per fortnight ☐ Once per week
   ☐ Twice per week ☐ More than twice per week

3. **How much time do you spend in shopping in each visit to a mall?**

   ☐ Less than one hour ☐ One Hour ☐ Two hours ☐ More than two hours

4. **Did you purchase the products which you did not plan?**

   ☐ Yes ☐ No

5. **If yes then, how many rupees did you spend on your last impulsive purchase?**

   ☐ Below ₹500 ☐ ₹ 501 to ₹ 1000 ☐ ₹1001 to ₹1500 ☐ Above ₹1500

6. **Major Source behind spending rupees / buying (appearance products especially)**:

☐ Personal / Job ☐ Parents / Guardian ☐ Husband/Wife ☐ Others (Specify) _____

7. **How often do you buy things on compulsive or impulsive?**

☐ More than once a week ☐ At least once a week

☐ Once a month ☐ Approximately once per fortnight

8. **Who usually go to buy the products in your family?**

☐ Spouse together ☐ Head Male ☐ Head Female ☐ Male
☐ Female ☐ Child male ☐ Child Female ☐ Others (Specify) _____

9. **Who in the family decide what products to buy?**

☐ Spouse together ☐ Head Male ☐ Head Female ☐ Male
☐ Female ☐ Child Male ☐ Child Female ☐ Others (Specify) _____

10. **Which factors would make you inspire to buy impulsively?**
(Rank Top 5, where 1 stands for highest and 5 stands for lowest)

If there is a promotional offer in the store		When I buy gifts for family/friends	
When people around me are buying things		If the shop atmosphere and decoration attract me	
If there is a seasonal sale		When I go out with my family	
See what I want		The service of the shop staffs	
Items display attracts me		If There is long queue of checkout	

PART 2

Kindly answer the following and put tick (√) mark: Please tick **(√)** in any of the options from following:

(SD- Strongly Disagree, D- Disagree, N- Neutral, A- Agree, SA- Strongly Agree)

Compulsive Buying Behaviour						
	Statements	**SD**	**D**	**N**	**A**	**SA**
01	I go for shopping whenever I am upset, disappointed, depressed, angry, or nervous					
02	I go for shopping to find fun					
03	I am getting pleasure when I go for the shopping					
04	My lifestyle influences my shopping					
05	I get pleasure when I buy the products at that time when I want					
06	I plan to shop before few days ago and then go for shopping					
07	I would be happier when I could afford to buy more things					

08	I go to buy expensive things					
09	Shopping makes me confident					
10	I feel better after shopping					
11	I buy even if can't afford					
12	I do purchase sometime even if I don't any need					
13	I buy the products to respond offers					
14	I believe that costly shopping improve self-image					
15	I go for shopping because I want to become impressive in the eyes of others					
16	I go for shopping to satisfy my strong inner push					
17	I feel motivated for shop and spend, even when I don't have the time or money					
18	Sometime when I go to shopping and buy in excess than I feel guilty or ashamed					
19	When I go to shopping and do purchased in excess, I feel anxious or angry					
20	I sometime worry about my shopping habits but still i go out and shop to spend money					
21	For me, shopping is a way to relieve stress					
22	When I go for shopping then I feel myself something special					
Impulsive Buying Behaviour						
	Statements	**SD**	**D**	**N**	**A**	**SA**
23	I buy more when I have more money available					
24	It's really true that money can buy happiness					
25	It is easy to for me to overspend when I shop with credit card					
26	I end up being shop more when I have credit cards compared to shop with cash or cheque					
27	I enter that shop which have attracting Eye catching window display					
28	When I see a product that catches my eyes, I tend to buy without looking the whole section					
29	When I walk along the corridor, I tend to look through the products close to me					
30	I tend to try those products that catch my eye when I passed by					
31	If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy					
32	When I see a special promotional sign, I go to look at the product and think to buy it					
33	I like purchase when there is a sale for the products					
34	I normally want to buy products after watching to my family or friends or by seeing others					
35	I enjoy to buy suddenly					
36	When I see some product of my choice, I buy without considering the consequences					
37	I feel a sense of excitement when I make impulse purchase					
38	After I make an impulsive purchase, I feel regret					

39	I am that person who makes unplanned purchases					
40	I avoid buying things that are not in my shopping list					
41	When I see a good deal, I tend to buy more than I intended to buy					
42	I buy the product after watching advertisement of that product					
43	I intended to buy product after seeing layout, atmosphere, store type or support of salespersons					
44	When I have more time, then I do more impulsive shopping					
45	When I hear my favorite music in the store then i do more impulsively purchase					

46. Rank the reasons for making an impulsive or compulsive purchase in organized retail outlets and unorganized retail outlets. (Rank Top 5 where 1 stands for highest and 5 stands for lowest)

Display		After sales services	
Availability of brands		Proximity/Convenience	
Status		Trusted Brands (By Providers)	
Promotional Schemes		Trustworthiness of owner	
Financial Schemes		Promotions	
Salespersons interaction		Availability of financial Services	
Home delivery		Friendly behaviour provided by owner	

47. Does the offer announced by the malls influence your purchase and have you purchase additional offered items?

☐ Yes ☐ No

48. If Yes than, what type of Advertising and sales promotion schemes you suggest to retail malls – (Multiple responses are accepted)

01	Festival Offer		04	Seasonal Offer	
02	Exchange offer		05	Redeemable Coupons / Points	
03	Discount Offer		06	Any other special Offer, Specify_____	

49. Kindly Tick (√) mark product(s) that you purchase impulsively from the retail mall. (Multiple responses are accepted)

01	Household products		07	Dairy/ Bakery Products	
02	Oral Care		08	Paper Products	
03	Skin Care		09	Stationery Products	
04	Hair Care		10	Foods	
05	Cosmetics		11	Beverages (Cold drinks etc.)	
06	Health related Products		12	Others, Specify_____	

50. Do you regret after your impulsive purchase?

☐ All the time So i try to reduce it down ☐ Sometimes so I don't like impulse buying.

☐ All the time but I can't stop it. ☐ Sometimes but I still enjoy impulse buying.

Part 3

Personal details

Name :

Contact No:

Please tick (√) in any of the option from following:

Location: ☐ Ahmedabad ☐ Surat ☐ Vadodara ☐ Rajkot ☐ Mehsana

Age : ☐ Below 20 years ☐ 21-30 years ☐ 31-40 years ☐ above 40 years

Gender : ☐ Male ☐ Female

Marital status: ☐ Married ☐ Unmarried

Educational qualification: ☐ Up to Schooling ☐ Up to Graduation

☐ Up to Post Graduation ☐ Professional / Doctoral Qualified

Occupation: ☐ Student ☐ Govt. Employee ☐ Private Employee ☐ Businessman

☐ Housewife (Home Maker) ☐ Retired and Others

Annual Aggregate income of the family: ☐ Less than ₹2 lacs ☐ ₹2 lacs - ₹4 lacs

☐ ₹4 lacs - ₹6 lacs ☐ More than ₹lacs

No. of Children in the family: ☐ 0 ☐ 1 ☐ 2 ☐ 3 or More than 3

No. of members in the family: ☐ Up to 2 ☐ 3 to 4 ☐ 5 to 6 ☐ More than 6

Thank you for your valuable time!

Questionnaire- Gujarati

સર / મેડમ,

હું ગુજરાત ટેક્નોલોજીકલ યુનિવર્સિટી, અમદાવાદનો સંશોધન વિદ્વાન છું જે, "ગુજરાત રાજ્યમાં એફએમસીજી પ્રોડક્ટ્સ પર ખાસ ધ્યાન કેન્દ્રિત સાથે રિટેલ મોલ્સના ગ્રાહકોના અનિવાર્ય અને પ્રેરણાત્મક ખરીદી ના વર્તન પરનો અભ્યાસ.." કરી રહ્યો છું. આ પ્રશ્નાવલી સંશોધન કાર્યના માપન માટેનું સાધન છે જે સંપૂર્ણપણે સંશોધન હેતુ માટે હાથ ધરવામાં આવેલ છે. તમારા દ્વારા આપવામાં આવેલી માહિતીનો ઉપયોગ માત્ર શૈક્ષણિક હેતુઓ માટે કરવામાં આવશે અને કોઈપણ સંજોગોમાં કોઇ પણ અન્ય સાથે શેર કરવામાં આવશે નહીં. હું તમને તમારા મૂલ્યવાન સમય આપવા માટે વિનંતી કરું છું.

Fast Moving Consumers Goods -એફએમસીજી માં ફળો, શાકભાજી, ડેરી ઉત્પાદનો, બેકડ ઉત્પાદનો, ટોયલેટરીઝ, સોફ્ટ ડ્રિંક્સ, ચોકલેટ, કેન્ડી, સફાઈ ઉત્પાદનો, સુંદરતા અને વ્યક્તિગત સંભાળ, પાસ્તા અને નૂડલ્સ વગેરેનો સમાવેશ થાય છે.

ભાગ **૧**

કૃપા કરીને નીચેનામાંથી કોઈપણ વિકલ્પોમાં ટીક **(√)** કરો :

૧. એફએમસીજી ઉત્પાદનો ખરીદવા માટે તમે નીચે આપેલામાંથી કયા રિટેલ સ્ટોર્સ પસંદ કરો છો?

☐ બીગ બજાર ☐ ડી-માર્ટ ☐ ઓસિયા ☐ રિલાયન્સ ફ્રેશ ☐ અન્ય (સ્પષ્ટ કરો),_____

૨. તમે એક મહિનામાં કેટલી વાર મૉલની મુલાકાત લો છો?

☐ દર મહિને એકવાર ☐ એક પખવાડિયામાં લગભગ એકવાર ☐ એક સપ્તાહમાં એક વાર ☐ અઠવાડિયામાં બે વાર ☐ અઠવાડિયામાં બે વાર

૩. મૉલમાં દરેક મુલાકાતમાં તમે ખરીદી કરવામાં કેટલો સમય પસાર કરો છો?

☐ એક કલાક કરતા ઓછા ☐ એક કલાક ☐ બે કલાક ☐ બે કલાકથી વધુ

૪. શું તમે એવા ઉત્પાદનો ખરીદ્યાં હતાં જેની તમે યોજના બનાવી ન હતી?

☐ હા ☐ નાં

૫. જો હા, તો પછી તમે તમારી છેલ્લી પ્રેરણાત્મક ખરીદી પર કેટલા રૂપિયા ખર્ચ્યા?

☐ ₹૫૦૦ ની નીચે ☐ ₹૫૦૧ થી ૧૦૦૦ ☐ ₹૧૦૦૧ થી ૧૫૦૦ ☐ ₹૧૫૦૦ ઉપર

૬. રૂપિયા / ખરીદી ખર્ચ (મુખ્યત્વે દેખાવ ઉત્પાદનો) પાછળના મુખ્ય સ્રોત:

☐ અંગત / જોબ ☐ માતાપિતા / ગાર્ડિયન ☐ પતિ/પત્ની ☐ અન્ય (સ્પષ્ટ કરો), _____

૭. તમે કેટલી વાર અનિવાર્ય અથવા પ્રેરણાદાયક વસ્તુઓ પર ખરીદી કરો છો?

☐ અઠવાડિયામાં એકથી વધુ ☐ અઠવાડિયામાં ઓછામાં ઓછું એક વાર

☐ મહિનામાં એકવાર ☐ એક પખવાડિયામાં લગભગ એકવાર

૮. સામાન્ય રીતે તમારા પરિવારમાં ઉત્પાદનો ખરીદવા માટે કોણ જાય છે?

☐ પતિ અને પત્ની સાથે મળીને ☐ **મુખ્ય પુરુષ** પોતે ☐ **મુખ્ય સ્ત્રી** પોતે ☐ પુરુષ પોતે

☐ સ્ત્રી પોતે ☐ **બાળ પુરુષ** પોતે ☐ **બાળ સ્ત્રી** પોતે ☐ અન્ય (સ્પષ્ટ કરો), _____

૯. કુટુંબમાં કયા ઉત્પાદનો ખરીદવા તે કોણ નક્કી કરે છે?

☐ પતિ અને પત્ની સાથે મળીને ☐ **મુખ્ય પુરુષ** પોતે ☐ **મુખ્ય સ્ત્રી** પોતે ☐ પુરુષ પોતે

☐ સ્ત્રી પોતે ☐ **બાળ પુરુષ** પોતે ☐ **બાળ સ્ત્રી** પોતે ☐ અન્ય (સ્પષ્ટ કરો), _____

૧૦. કયા પરિબળો તમને પ્રેરણાદાયક રીતે ખરીદવા પ્રેરણા આપશે? (ક્રમ ટોચના ૫, જ્યાં ૧ સૌથી વધારે છે અને ૫ સૌથી નીચો છે)

જો સ્ટોરમાં પ્રમોશનલ ઓફર હોય		જ્યારે હું કુટુંબ / મિત્રો માટે ભેટો ખરીદું છું	
જ્યારે મારી આસપાસના લોકો વસ્તુઓ ખરીદી રહ્યા હોય		**જો દુકાન વાતાવરણ અને શણગાર મને આકર્ષિત કરે**	
જો મોસમી વેચાણ હોય		જ્યારે હું મારા પરિવાર સાથે બહાર જાઉં છું	
મને જે જોઈએ તે જોવું		દુકાન સ્ટાફની સેવા	
પ્રદર્શિત વસ્તુઓ મને આકર્ષે છે		જો ચેકઆઉટની લાંબી કતાર હોય	

ભાગ **૨**

કૃપા કરીને નીચેનાનો જવાબ આપો અને ટિક (√) ચિહ્ન મૂકો:

(ખઅ - ખરેખર અસંમત, અ - અસંમત, ત - તટસ્થ, સં - સંમત, ખસં - ખરેખર સંમત)

અનિવાર્ય (ફરજિયાત) ખરીદી વ્યવહાર (**Compulsive Buying Behaviour**)						
	નિવેદનો	ખઅ	અ	ત	સં	ખસં

૧	હું જ્યારે ઉદાસ, નિરાશ, હતાશ, ગુસ્સે અથવા નર્વસ છું ત્યારે હું ખરીદી માટે જઉં છું.					
૨	હું મજા શોધવા માટે શોપિંગ માટે જાઉં છું.					
૩	જ્યારે હું શોપિંગ માટે જાઉં છું ત્યારે મને આનંદ થાય છે.					
૪	મારી જીવન શૈલી મારા શોપિંગને પ્રભાવિત કરે છે.					
૫	જ્યારે હું ઇચ્છું ત્યારે તે ઉત્પાદનો ખરીદું ત્યારે મને આનંદ થાય છે.					
૬	હું થોડા દિવસ પહેલા ખરીદી કરવાની યોજના કરું છું અને પછી ખરીદી માટે જાઉં છું.					
૭	જ્યારે હું વધુ વસ્તુઓ ખરીદી શકું ત્યારે હું વધુ ખુશ થઈશ.					
૮	હું ખર્ચાળ વસ્તુઓ ખરીદવા જાઉં છું.					
૯	શોપિંગ મને આત્મવિશ્વાસ આપે છે.					
૧૦	શોપિંગ પછી મને સારું લાગે છે.					
૧૧	જો હું પોસાય નહીં તો પણ ખરીદી કરું છું.					
૧૨	હું કોઈ જરૂર નથી તો પણ હું કોઈક સમયે ખરીદી કરું છું.					
૧૩	હું ઑફરનો જવાબ આપવા માટે ઉત્પાદનો ખરીદું છું.					
૧૪	હું માનું છું કે ખર્ચાળ શોપિંગ સ્વ-છબીમાં સુધારો કરે છે.					
૧૫	હું ખરીદી માટે જઉં છું કારણ કે હું બીજાઓની આંખોમાં પ્રભાવશાળી બનવા માંગું છું.					
૧૬	હું મારા મજબૂત આંતરિક દબાણને સંતોષવા માટે શોપિંગ માટે જાઉં છું.					
૧૭	હું ખરીદી અથવા ખર્ચ કરવા માટે પ્રેરિત છું, ભલે મારી પાસે સમય અથવા પૈસા ન હોય.					
૧૮	જ્યારે હું શોપિંગ પર જાઉં છું અને વધારે પડતો ખરીદી કરું છું ત્યારે હું દોષિત અથવા શરમ અનુભવું છું.					

૧૯	જ્યારે હું શોપિંગ પર જાઉં છું અને વધારે ખરીદી કરું છું, ત્યારે હું ચિંતિત અથવા ગુસ્સે થઇ જાઉં છું.					
૨૦	હું ક્યારેક મારી શોપિંગ ટેવો વિશે ચિંતા કરું છું પરંતુ હજી પણ હું બહાર જઇને પૈસા ખર્ચું છું.					
૨૧	મારા માટે, ખરીદી તણાવને દૂર કરવાની એક રીત છે.					
૨૨	જ્યારે હું શોપિંગ માટે જાઉં છું ત્યારે મને પોતાને કંઇક વિશેષ લાગે છે.					
	પ્રેરણાત્મક (પ્રેરણાદાયક) ખરીદી વ્યવહાર **(Impulsive Buying Behaviour)**					
	નિવેદનો	ખઅ	અ	ત	સં	ખસં
૨૩	જ્યારે હું વધુ પૈસા ઉપલબ્ધ કરું ત્યારે હું વધુ ખરીદી કરું છું.					
૨૪	તે ખરેખર સાચું છે કે પૈસા સુખ ખરીદી શકે છે.					
૨૫	જ્યારે હું ક્રેડિટ કાર્ડ સાથે ખરીદી કરું ત્યારે મારા માટે વધુ ખર્ચ કરવો સરળ છે.					
૨૬	જ્યારે મારી પાસે રોકડ અથવા ચેક સાથેની સરખામણીમાં ક્રેડિટ કાર્ડ હોય ત્યારે હું વધુ ખરીદી કરું છું.					
૨૭	હું તે દુકાનમાં પ્રવેશ કરું છું જે આંખને મોહક વિંડો પ્રદર્શનને આકર્ષિત કરે છે.					
૨૮	જ્યારે હું એક એવી વસ્તુ જોઉં છું કે જે મારી આંખોને પકડી લે છે, તો હું આખા વિભાગને જોયા વિના ખરીદી કરું છું.					
૨૯	જ્યારે હું કોરિડોર પર ચાલું છું, ત્યારે હું મારા નજીકના ઉત્પાદનોને જોઉં છું.					
૩૦	હું તે ઉત્પાદનોને અજમાવવા માંગું છું જે મારી પાસે આવે ત્યારે મારી આંખ પકડી લે છે.					

૩૧	જો હું સ્ટોર ચિહ્નોમાં રસપ્રદ ઓફર (ભાવ ઘટાડવા, વેચાણ પ્રોત્સાહન વગેરે) જોઉં છું, તો હું ખરીદી કરું છું.					
૩૨	જ્યારે હું એક ખાસ પ્રમોશનલ સાઇન જોઉં છું, ત્યારે હું ઉત્પાદનને જોવા અને તેને ખરીદવાનો વિચાર કરું છું.					
૩૩	જ્યારે ઉત્પાદનો માટે વેચાણ હોય ત્યારે મને ખરીદી ગમે છે.					
૩૪	હું સામાન્ય રીતે મારા કુટુંબ અથવા મિત્રોને જોવા અથવા અન્યને જોયા પછી ઉત્પાદનો ખરીદવા માંગું છું.					
૩૫	હું અચાનક ખરીદવાનું પસંદ કરું છું.					
૩૬	જ્યારે હું મારી પસંદગીના કેટલાક ઉત્પાદનોને જોઉં છું, ત્યારે હું પરિણામોને ધ્યાનમાં લીધા વિના ખરીદી કરું છું.					
૩૭	હું જ્યારે પ્રેરણાદાયક ખરીદી કરું છું ત્યારે મને ઉત્તેજનાનો અનુભવ થાય છે.					
૩૮	હું પ્રેરણાદાયક ખરીદી કર્યા પછી મને ખેદ લાગે છે.					
૩૯	હું તે વ્યક્તિ છું જે યોજના વગર ની ખરીદી કરે છે.					
૪૦	હું એવી વસ્તુઓ ખરીદવાનું ટાળું છું જે મારી શોપિંગ સૂચિમાં નથી.					
૪૧	જ્યારે હું સારો સોદો જોઉં છું, ત્યારે હું ખરીદવા માટેના હેતુ કરતાં વધુ ખરીદી કરું છું.					
૪૨	હું તે ઉત્પાદનની જાહેરાત જોયા પછી ઉત્પાદન ખરીદું છું.					
૪૩	હું લેઆઉટ, વાતાવરણ, સ્ટોર પ્રકાર અથવા વેચાણ વ્યક્તિઓના સમર્થનને જોયા બાદ ઉત્પાદન ખરીદવાનો ઇરાદો રાખું છું.					
૪૪	જ્યારે મારી પાસે વધુ સમય હોય, ત્યારે હું વધુ પ્રેરણાદાયક ખરીદી કરું છું.					

૪૫	જ્યારે હું સ્ટોરમાં મારો મનપસંદ સંગીત સાંભળું છું ત્યારે હું વધુ પ્રેરણાદાયક ખરીદી કરું છું.					

૪૬ સંગઠિત રિટેલ આઉટલેટ્સ અને અસમર્થિત છૂટક આઉટલેટ્સમાં અનિવાર્ય અથવા પ્રેરણાદાયક ખરીદી કરવાના કારણોને ક્રમ આપો. (ક્રમ ટોચના ૫, જ્યાં ૧ સૌથી વધારે છે અને ૫ સૌથી નીચો છે)

સ્ટોર પ્રદર્શન		વેચાણ સેવાઓ પછી	
બ્રાન્ડની ઉપલબ્ધતા		નિકટતા / સુવિધા	
પ્રતિષ્ઠા (Status)		વિશ્વસનીય બ્રાન્ડ્સ (પ્રદાતાઓ દ્વારા)	
પ્રમોશનલ યોજનાઓ		માલિકની વિશ્વસનીયતા	
નાણાકીય યોજનાઓ		પ્રમોશન	
વેચાણ વ્યક્તિઓ સંપર્ક		નાણાકીય સેવાઓની ઉપલબ્ધતા	
ઘર ડિલિવરી		માલિક દ્વારા આપવામાં આવેલ મૈત્રીપૂર્ણ વર્તન	

૪૭ શું મૉલ્સ દ્વારા જાહેરાત કરવામાં આવેલી ઑફર તમારી ખરીદીને પ્રભાવિત કરે છે અને તમે વધારાની ઓફર કરેલી વસ્તુઓ ખરીદો છો?

☐ હા ☐ નાં

૪૮ જો હા કરતાં, તમે કયા પ્રકારની જાહેરાત અને વેચાણ પ્રમોશન યોજનાઓ રિટેલ મોલ્સને સૂચવો છો – (બહુવિધ પ્રતિસાદ સ્વીકાર્ય છે)

૧	તહેવાર ઑફર		૪	મોસમી ઓફર	
૨	એક્સચેન્જ ઓફર		૫	રીડિમેબલ કૂપન્સ / પોઇન્ટ	
૩	ડિસ્કાઉન્ટ ઓફર		૬	અન્ય ખાસ ઓફર (સ્પષ્ટ કરો),_____	

૪૯ કૃપયા ટીક (√) માર્ક પ્રોડક્ટ (્સ) કે જે તમે રિટેલ મૉલથી પ્રેરણાપૂર્વક ખરીદી કરો છો (બહુવિધ પ્રતિસાદ સ્વીકાર્ય છે)

૧	ઘરેલુ ઉત્પાદનો		૭	ડેરી / બેકરી પ્રોડક્ટ્સ	
૨	ઓરલ કેર		૮	પેપર પ્રોડક્ટ્સ	
૩	ત્વચા સંભાળ		૯	સ્ટેશનરી પ્રોડક્ટ્સ	
૪	હેર કેર		૧૦	ફૂડ્સ	
૫	પ્રસાધનો (Cosmetics)		૧૧	પીણા	
૬	આરોગ્ય સંબંધિત ઉત્પાદનો		૧૨	અન્ય ખાસ ઓફર (સ્પષ્ટ કરો),_____	

૫૦ તમારી પ્રેરણાત્મક ખરીદી પછી તમને ખેદ છે?

☐ હંમેશાં તેથી હું તેને ઘટાડવાનો પ્રયાસ કરું છું. ☐ કેટલીકવાર તેથી મને પ્રેરણા ખરીદવું ગમતું નથી

☐ હંમેશાં પણ હું તેને રોકી શકતો નથી. ☐ કેટલીકવાર પણ હું હજુ પણ પ્રેરણાત્મક ખરીદી નો આનંદ માણું છું.

ભાગ 3

અંગત વિગતો

નામ:

સંપર્ક નંબર:

કૃપા કરીને નીચેનામાંથી કોઈપણ વિકલ્પમાં ટીક (√) કરો:

સ્થાન: ☐ અમદાવાદ ☐ સુરત ☐ વડોદરા ☐ રાજકોટ ☐ મહેસાણા

ઉંમર: ☐ ૨૦ વર્ષથી નીચે ☐ ૨૧ - ૩૦ વર્ષ ☐ ૩૧- ૪૦ વર્ષ ☐ ૪૦ વર્ષથી ઉપર

જાતિ: ☐ પુરુષ ☐ સ્ત્રી

વૈવાહિક દરજ્જો: ☐ પરણિત ☐ અપરિણીત

શૈક્ષણિક લાયકાત: ☐ શાળા સુધી ☐ સ્નાતક સુધી ☐ પોસ્ટ ગ્રેજ્યુએશન સુધી

☐ વ્યાવસાયિક / ડોક્ટરલ લાયકાત

વ્યવસાય: ☐ વિદ્યાર્થી ☐ સરકાર કર્મચારી ☐ ખાનગી કર્મચારી ☐ વ્યવસાયી
☐ ગૃહિણી ☐ નિવૃત્ત અને અન્ય

કુટુંબની વાર્ષિક કુલ આવક: ☐₹ ૨ લાખ કરતા ઓછી ☐ ₹ ૨ લાખ -₹૪ લાખ
☐ ₹ ૪ લાખ - ₹ ૬ લાખ ☐ ₹ ૬ લાખથી વધુ

કુટુંબમાં બાળકોની સંખ્યા: ☐ ૦ ☐ ૧ ☐ ૨ ☐૩ અથવા ૩ કરતા વધુ

કુટુંબમાં સભ્યોની સંખ્યા: ☐ ૨ સુધી ☐ ૩ થી ૪ ☐ ૫ થી ૬ ☐ ૬ થી વધુ

તમારા મૂલ્યવાન સમય માટે આભાર...