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BUS 498

Project Work

Factors influencing the consumers buying behavior of impulse goods

By

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ID # 2006-2-10-205



Prepared For:



Mr. M. Sayeed Alam

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East West University

Letter of Authorization

East West University
43, Mohakhali C/A, Dhaka 1212

19th August '10

Md. Javed Habib

Dear student

I would like to authorize you, the student of Project (Bus-498), to prepare a report on **Factors influencing the consumers buying behavior of impulse goods.**

In your study please concentrate on the topic properly and provide recent information. If you need any kind of further assistance from me please let me know without any hesitation.

Submit the report by 19th August '10

Regards

Mr. M. Sayeed Alam

Assistant Professor

Department of Business Administration

Letter of Transmittal

19th August '10

Mr. M. Sayeed Alam

Assistant Professor

Department of Business Administration

Dear Sir,

You have assigned me to prepare a report on **Factors influencing the consumers buying behavior of impulse goods**. To serve your purpose, I have tried to summarize the whole idea of my research based on my understanding of the total BBA degree.

Sincerely I hope this report will fulfill the requirements suggested by you under the course Project (Bus-498). I will appreciate if you kindly spend some of your valuable time by calling me for a discussion in connection to the interpretation of this report.

Sincerely yours,

Md. Javed Habib

ID # 2006-2-10-205

Acknowledgement

At first I would like to thank my honorable instructor **Mr. M. Sayeed Alam** who gave me an idea to make report on Project. Making this report, I got to know many things, related with my subject. My faculty showed great patience in dealing with my confusions and queries while preparing this report.

Though my numbers of respondents were limited, however, due to using convenience sampling method, the students of East West University should also be thanked for their contribution in filling up the survey questionnaire and giving their thoughts on my subject matter.

I acknowledge and appreciate everyone for their friendly attitude and cooperation in completing my final report.

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Executive Summary

Impulse goods are not necessity in our daily lives. The demand for these types of products creates immediately most of the time. Both in rural and urban areas the demand for impulse goods is huge. Many local and foreign companies produce different types of impulse goods to satisfy consumer's demand. In my research I take four types of impulse goods (chocolates, biscuits, ice-cream, and chips). Companies offer more variety with different taste, packaging of these types of impulse goods. In here companies are successful to attract customers and create demand in consumers mind for impulse goods.

The factors that are used to identify the influences on consumers are discretionary income, occasion, brand image, packaging, promotional activities, and in store environment. The respondents are the students of East West University and the sample size is 40. The study illustrates the various responses from the survey respondents which were later used as input for further data analysis to get the statistical output of the research. This research has identified certain important findings both for market researchers as well as students involved in academic researches. The research can be used for the basic understanding of the market dynamics when it comes to the factors that influencing consumers buying behavior of impulse goods.

Introduction

Everyday in our life we buy different types of products to fulfill our need. For some product we make pre purchase plan and for others the purchase decision is totally unplanned. Some products are necessary for our daily life. These products are known as staple or necessary goods. Before purchase the necessary goods we make pre purchase plan. But there are some goods for which our demand for the product creates instantly and we make point of purchase or instant purchase. These goods are known as impulse goods. The consumer behavior literature features impulse buying as extraordinary, emotion-saturated buying that takes place largely without regard to financial or other consequences (Discretionary unplanned buying in consumer society by Michael Wood- Journal of Consumer Behavior- Vol 4,4, 268-281. Copyright # 2005 John Wiley & Son, Ltd. 1472-0817). Companies who produce necessary goods need not to think more about their target customer. Without these staple goods we can't imagine our daily life. Brand image or variety is less important for necessary goods. In my research I take some grocery impulse item (chocolates, chips, biscuits, ice-cream). In my specified impulse item there is more variety, different country of origin, different tastes offered by different local and foreign companies. These impulse goods may not necessary but it's enriched or adds some benefit in our life. For this type of impulse goods market is more competitive and the companies also spend a huge amount in promotional activities to reach to the target customer.

Purpose of the statement:

Companies that produce the impulse goods (chocolates, chips, biscuits, ice-cream) need to have a clear idea about their target customer, market condition, consumer preferences. For these type of impulse product consumer's preferences changes over time and consumers are more variety seekers. Impulse goods are not necessary one so to attract consumer is not so easy task. Companies make a strong promotional activity to create a demand in consumers mind for the product. Then companies bring more variety in tastes and types to serve the consumer. This

attacking consumer strategy incurs a huge investment. I will try to find out what factors influences the consumers to buy the impulse goods whether the companies strong promotion, in store attractive display of consumers own factors. In the market place companies have to face both local and foreign competitor. In our country for my specified impulse goods there are some local renowned companies as well as some foreign companies also conducting their activities. I will also try to find out for my specified impulse goods which brand (local or foreign) are most preferred by the consumer.

Related construct of this study:

Five factors have been considered as a relative constructs in this study and they are: **Discretionary income, Brand image, Packaging of impulse goods, Promotional effect, Occasion and one dependent factor impulse buying.**

Brand Image:

Brand image refers to images arising in a consumer's mind from exposure to a named brand. It refers to the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Consumers buy not only a product (commodity), but also the images associated with the product such as power, wealth, sophistication, and most importantly identification and association with other users of the brand. The term "brand image" gained popularity as evidence began to grow that the feelings and images associated with a brand were powerful purchase influencers. Studies based on that also suggested that brand image can be an important information cue for consumers to evaluate a product (Hutchinson, Kalyan, & Mantrala, 1994; Nedungadi, Chattopadhyay, & Muthukrishna, 2001).

A brand is unlikely to have one brand image, but several, though one or two may predominate. The key in brand image research is to identify or develop the most powerful images and reinforce them through subsequent brand communications. Good brand images are instantly evoked, are positive, and are almost always unique among competitive brands. Brand image is developed over time through advertising campaigns with consistent theme, and packaging, customer service, word-of-mouth and other aspects of brand experience. Brand images are usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned (sometimes called "top of mind"). When responses are highly

variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image.

Consumers also feel pride of owning a product purchased from a branded store because they perceive the brand as an image of **social status**. **Social status** is the honor or prestige attached to one's position in society. A society's stratification system, which is the system of distributing rewards to the members of society, determines social status. Social status, the position or rank of a person or group within the stratification system, can be determined two ways. One can earn their social status by their own achievements, which is known as achieved status. Alternatively, one can be placed in the stratification system by their inherited position, which is called ascribed status. Now some consumers believing themselves to have high social status by purchasing branded one.

Impulse Buying:

Pure impulse buying was a 'novelty or escape purchase which breaks a normal buying pattern' and 'suggestion impulse buying was the purchase of an item seen for the first time³ but recognized by the consumer as relevant or needed. But the contemporary definition of impulse buying is as extraordinary, emotion saturated and non rational. Impulse purchase occur when a consumer experiences a sudden and persistent urge to buy something immediately(Omar & Kent 2001) describe impulsive purchasing as measurable construct, that means buyer's tendency to think and buy on his own particular way: beside, spontaneously, thoughtlessly and immediately. (Weinberg and Gottwald 1982 based on Parboteeah, 2005)

Probable Findings:

This research will give us findings which may not provide any exact solution but it will guide us as what factors influences the consumer most in time of buying impulse goods. In my research the survey will be conducted within the students of East West University. All these consumers are more informative, aware about promotional activities as well as brand concern. So, I hope the research will find the factors more approximately.

Research Question:

1. How customers take the discretionary income as a factor of buying impulse goods?
2. Whether customers consider brand image when they buy impulse goods?
3. How much influences consumers feel when they see attractive packages of impulse goods?
4. In occasion does the customer feel the strong need of impulse goods?
5. How much effective the promotional activities are to attract the customers to buy impulse goods?
6. Whether in store environment has a significant effect on purchase impulse goods?

Hypothesis of the study:

Based on the Research Question, I have developed the following hypothesis:

Influences of discretionary income:

Discretionary income is considered as sufficient income over and above normal expenses so that the consumer could buy without budget excess. There is an implicit connection between impulse buying and what appropriately can be called 'discretionary income'. Some people saw impulse buying as something they wished for as positive and enriching in their lives- pointed to a more macro level of analysis, to the socioeconomic context of impulse buying. This findings pointed to a relationship between discretionary income, unplanned and non-necessity buying. Katona's idea of discretionary income proceeds from the idea of a relative increase or surplus. The core meaning of 'consumer discretion' was consumer control and consumer allocation of that income: nontrivial control of when, where and how much to spend. The exercise of consumer discretion meant in some sense that consumers had a scope of choice beyond compelled purchases or those which were strictly necessary. Discretionary expenditures were characterized by three features: there was no compelling need to make these expenditures at a given time; they were usually not governed by habit; and typically they were not made on the spur of the moment but after considerable family deliberation and

planning. (Journal of consumer behavior: Vol. 4, 4, 268-281 Copyright#2005 John Wiley & Sons, Ltd. 1472-0817)

In my research I want to find out the relationship between buying of impulse goods and discretionary income. Therefore, the following hypothesis is drawn based on the above reason.

H1: Discretionary income is an important factor for buying impulse goods.

Influence of Occasion:

In time of occasion the budget of the expenditures become larger. Because in that time our buying pattern change a little bit. We spend a lot to make the occasion more enjoyable. So my second hypothesis:

H2: Impulse goods are considered as part of the occasion.

Influences of Brand Images:

Brand image is a crucial extrinsic cue which provides specific information about product quality, reputation, performance, credibility, prestige, and so on about a brand. Hence, impulse goods with high image brands may have significant and dominating influence in consumers for choosing a product. A well-known brand also reduces the consumers' risk perception and increases positive preference towards a product. Brand image is also used as a symbol of social status sometimes and it forces the consumer to own the brand name of a product. Thus, if a product can achieve reliability and reputation as a high image brand, the consumers is highly influenced to choose that product whenever they are shopping. So considered brand image my third hypothesis is:

H3: Consumer prefers well branded impulse goods than non branded one.

Influences of in store environment:

In store environment sometimes influences the consumers to buy impulse goods. According to Parboteeah(2005) and Dovaliene & Virvilaite (20008), several peculiarities of purchase environment stimulate impulse buying. They are as follows: store layout, atmosphere, type and

stuff. Store layout: Following Banyte, and Salickaite (2008), good design and atmosphere of the store are strong competition advantages, stimulating consumers to unplanned buying. Staff: According to Parboteeah(2005), store staff may also stimulate impulsive purchasing. Professional assistants may reduce frustration giving support to a consumer during the process of buying. Store atmosphere: Parboteeah(2005) and Ostaseviciute & Sliburyte (2008) state, that trying to increase impulsive buying it is necessary to manipulate with a store atmosphere. Stimuli affect a consumer endearing and it may “start” the process of impulsive buying. Thus the hypothesis is

H4: In store environment influence the consumer to buy impulse goods.

Influences of promotional activity:

Promotional activity need to develop to attract new customers through creating awareness as well as to keep touch with the current customers. Promotional activity includes advertising (media, print), sales promotion, direct marketing etc. By the promotional activities the companies can give their product offer to their customers, consumers can know about the different product, availability of product, price etc. A good promotional activity can create a good position in consumers mind about the company. Thus it enhances the brand image of the company. Successful promotion has a direct positive impact on creating more consumers. So, my fifth hypothesis is

H5: Consumers are aware and give positive response to the promotional activity of the companies.

Influences of Packaging:

Packaging involves the activities of designing and producing containers or wrappers for a product. From the perspective of both the firm and consumers packaging must achieve a number of objectives:

- Identify the brand
- Convey descriptive and persuasive information.



- Facilitate product transportation and protection.
- Assist at home storage.
- Aid product consumption.

To achieve the marketing objectives for the brand and satisfy the desire of consumers the aesthetic and functional components of packaging must be chosen correctly. Aesthetic considerations relate to a packages size and shape, material, color, text and graphics. Innovations in printing process now permit eye catching and appealing graphics that convey elaborate and colorful messages on the package at the “ moment of truth” at the point of purchases. So, packaging plays an important role to buy the impulse goods. Consumer can know details about the product through packaging. So, my sixth hypothesis is

H6: Attractive packaging influences consumer to buy the impulse goods.

Research Design:

▪ *Questionnaire Design*

, A 25 question was included in my questionnaire. I have six independent factors and one dependent factor. Independent factors are Discretionary income, Occasion, Brand image, Packaging, In store environment, Promotional activities. I asked 16 questions on my independent factors. Dependent factor include 3 questions. These 19 questions are asked based on Likert scale. I used Likert scale here to measure the respondent’s attitude to measure their buying behavior. The respondents were asked to rate on the scale between Strongly Agree and Strongly Disagree.

Data collection procedure:

Data were collected from the students of East West University. There was 40 respondents and I breakdown my sample into two categories

1. Gender. (There was 12 female respondent and 28 male respondents)
2. For my four types of impulse goods whether the respondents prefer whether foreign or local brand)

- **Inclusion criteria**

For better accuracy of the research, I only include the private university students and in particular the students coming from business background/faculties.

- **Exclusion criteria**

For eliminating the chances of any possible error or inaccuracy, I did not use any respondents from public universities. This has prevented from getting dissimilar perceptions compare to the private university students. I also excluded the non-business background students to be my respondent for achieving effectiveness of the research.

Validity:

Since this research had limitations in terms of time and scope my research is limited to the Reliability. As a result less attention was given to validity.

Measurement of the variables:

Multi-item measures were used to get the data on the constructs considered. A total of 19 items were constructed for the questionnaire to measure, regarding six independent factors. Reliability/Internal Consistency of multi-item scales for each of the constructs were measured using Cronbach Coefficient Alpha. The minimally acceptable reliability for primary research should be in the range of point five and above. (Nunnally, 1967) Based on the assessment a total of 19 items measuring the constructs were finally retained for final use. Coefficient alpha values were computed for each construct separately which ranged from point .539 to .752

Table 1
Summary of the Reliability Measurement

Item-Total Statistics

| Variables | Cronbach's Alpha | No of Item |
|----------------------------|------------------|------------|
| Discretionary income | .539 | 2 |
| Occasion | .752 | 3 |
| Promotional Activities | .622 | 4 |
| Packaging | .630 | 2 |
| In store Environment | .597 | 3 |
| Brand Image | .741 | 2 |
| Impulse Buying (Dependent) | .494 | 2 |

Here, all of our six independent factors have positive Alpha value. So, we consider all the factors. Every single independent factor is important here.

Data Analysis:

Analysis Techniques

Once the reliability analysis was done, then, I calculated the mean value of dependent variables (impulse buying) and independent variables (brand image, discretionary income, occasion, promotional activity, packaging, in store environment). Finally, I completed the analysis part through regression analysis.

Result & Findings

In this section hypothesis based on the six factors that influence the consumers buying behavior for impulse goods are being analyzed.

Table 2

Hypothesis testing

| Independent Variables | Standardized Regression Coefficients | t-value | P -Value |
|------------------------|--------------------------------------|---------|----------|
| Discretionary income | .730 | 1.443 | .158 |
| Occasion | -.306 | -.582 | .565 |
| Promotional activities | .259 | 1.573 | .125 |
| Packaging | -.434 | -2.581 | .014 |
| In store environment | -.735 | -2.175 | .037 |
| Brand image | .648 | 1.819 | .078 |

H1: Discretionary income is an important factor for buying impulse goods.

From table-2, it is visible that discretionary income has a positive influence on the consumers but it is not statistically significant as we can see that the p value (.158) is larger than alpha value (.05).

So H1 is rejected.

H2: Impulse goods are considered as part of the occasion.

From table-2, it is visible that occasion has a positive influence on the consumers but it is not statistically significant as we can see that the p value (.565) is larger than alpha value (.05).

So H2 is rejected.

H3: Consumer prefers well branded impulse goods than non branded one.

From table-2, it is visible that Brand image has a positive influence on the consumers and it is also statistically significant as we can see that the p value (.078) is larger than alpha value (.05).

So H3 is rejected.

H4: In store environment influence the consumer to buy impulse goods.

From table-2, it is visible that In store environment has a positive influence on the consumers and it is statistically significant as we can see that the p value (.037) is smaller than alpha value (.05).

So H4 is accepted.

H5: Consumers are aware and give positive response to the promotional activity of the companies.

From table-2, it is visible that promotional activity has a positive influence on the consumers but it is statistically significant as we can see that the p value (.125) is larger than alpha value (.05).

So H5 is rejected.

H6: Attractive packaging influences consumer to buy the impulse goods.

From table-2, it is visible that Packaging has a positive influence on the consumers and it is statistically significant as we can see that the p value (.014) is smaller than alpha value (.05).

So H6 is accepted.

Regression Analysis

Table -3

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|-------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. Change |
| 1 | .861 | .742 | .695 | .45260 | .742 | 15.799 | 6 | 33 | .000 |

From the regression analysis, I have found that the Value of R Square is .742. That means,

Independent variable (discretionary income, brand image, in store environment, promotion activity, packaging, occasion) has around 74% impact over the dependent variable (buy impulse goods) to influence consumer buying behavior to buy impulse goods.

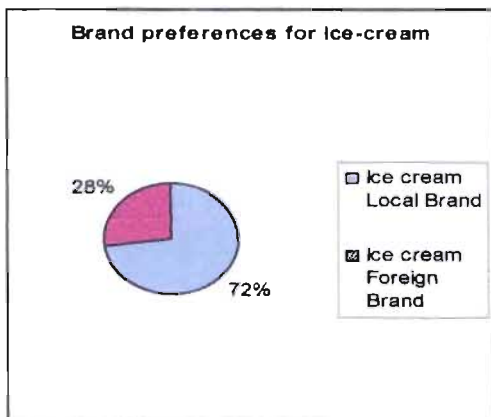
Discussion:

In this study, I have tried to find out the factor which influences consumers to buy impulse goods. To identify that I have selected 6 factors are brand image, discretionary income, promotional activity, packaging, occasion, in store environment.

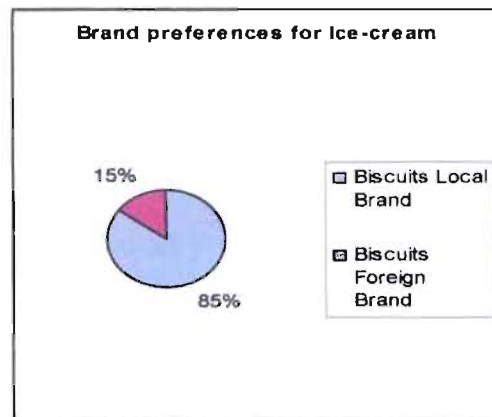
I have tested it by conducting a Regression analysis. The result indicates In store environment and packaging these two factors has direct positive and significant influence on consumers to buy impulse goods, Here, I consider four types of impulse goods(Ice-cream, Chocolates, Biscuits, Chips). So, I can say that in store environment and packaging is most important factors and rest of them according to the study quite don't influence that much.

Now I show in these four categories of impulse goods whether consumers prefer local or foreign brand.

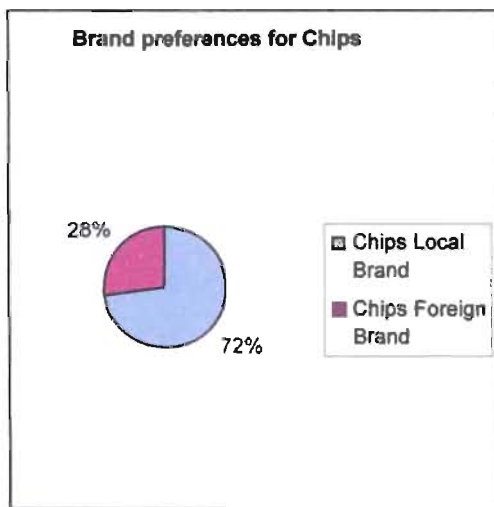
For Ice cream:



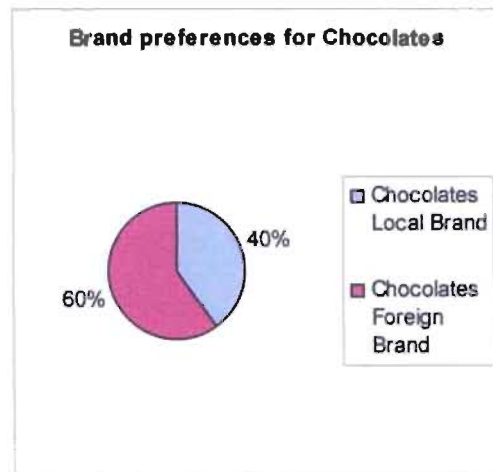
For Biscuits:



For Chips:



For Chocolates:



For Ice cream, Biscuits and chips our local brand is capturing a strong brand preference in consumers mind. But in case of chocolates our local brand has less variety so the market goes for foreign brand.

Research methodology:

Both the primary and secondary data will be used for getting a sound idea of what is the contributing factor from the research conducted in past and the one that will be conducted by me.

Limitation (Limitations and future Research)

The study shows number of Limitation also. First the study used convenient sample- more specifically the students of East West University. There exist many arguments in favor and against the convenience sampling method. Several authors have enumerated the danger of using student samples in Research (Beltramini 1983; Oakes 1972).

- Moreover, in most cases, students are not the actual purchase decision makers regarding most of the impulse products. Male or female heads of the households are the actual

decision makers in family. But for the time limitation, students sample was used for convenience. Therefore, these findings cannot be generalized to other populations.

- Although it can be concluded that these findings can be appropriate for the population of university students, since their consumption pattern i.e. what factors they consider more in case of buying these four types of impulse goods.

Here the r^2 (.742), is comparatively high which suggest that the specified factors indicate in these research influence the consumers more to buy impulse goods. Further study should include other factors except those I consider here. Moreover, since 2 out of 6 hypotheses have been rejected in this study, it is necessary to conduct further study to find out the more feasible influencing factors when it comes to consumers perception on about buying impulse goods.

- The cues considered in this study were selected depending on the consumers' response. So, the selection of convenient sample, more specifically to say university students, who are not the actual decision maker, may have caused the selection of inappropriate these six factors. Thus, further research should consider samples other than students.

Conclusion:

Based on the research it can be concluded that among the six factors tested for the purpose of this study it showed positive influence over the decision making of the consumers while they decide to buy impulse goods. According to the research findings, In-store Environment and Packaging influences consumers to buy impulse goods. Other than this, the remaining four factors discretionary income, Brand image, Promotional activity, occasions don't quite influence their buying behavior.

However, it must be noted that since the research was conducted among university students for convenience even though the other actual consumers are usually the parents of a family or in many cases the wage earners of a family. Therefore, the findings should not be generalized for

any decision making, rather it creates more opportunity to study on those respondents who did not participate in this survey.

The choice of the six factors was also made based on an informal exploratory research. However, in the regression analysis, the R Square Value clearly shows that these six factors have strong influences on consumers to buy impulse goods.

Recommendations:

For any future study in this field, it can be recommended that –

- While conducting exploratory research, the factors which were not included in this research should be taken into consideration.
- For the actual understanding of the market study, instead of convenient sampling of students, the students from other university and household consumers should be given more preference as survey respondents.
- Only 40 respondents were surveyed in this research, and specifically from the same university, therefore, in future a diverse respondent group who are also consumers of impulse goods can be surveyed for better accuracy of the data.

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***This is a questionnaire designed to find out the factors that influence a customer's decision to purchase impulse goods. This survey is totally used for academic purpose and for the use of preparing the final project for submission in East West University. Thanks for cooperation.

Questionnaire for project



1. I consider discretionary income as an important factor for buying impulse goods.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

2. I would like to increase the amount of purchasing the impulse goods if my discretionary income increases in future.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

3. In time of occasion I take these impulse goods (chocolate, ice-cream, biscuit and chips) as one of the part of occasion.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

4. In time of occasion I feel the need of these impulse goods (chocolate, ice- cream, biscuits and chips)

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

5. I increase the amount of purchasing these impulse goods (chocolate, Ice- cream, biscuits and chips) in time of occasion.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|----------------------|----------|---------|-------|-------------------|

1 2 3 4 5

6. Promotional activities of the companies influence me to buy the impulse goods.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

7. I response positively to the promotional activity of the companies who produce the impulse goods.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

8. The companies who produce impulse goods are successful to convey the message about their product to the target customer.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

9. I would like to buy the impulse goods after watching the promotion of the companies.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

10. Packaging of the impulse goods is an important factor to attract customers.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

11. Attractive packaging of impulse goods influences my purchasing behavior.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|----------------------|----------|---------|-------|-------------------|

1 2 3 4 5

12. In time if buying impulse goods I consider brand image.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

13. I prefer the brand image because it ensures the high quality.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

14. In store environment influences my purchase behavior.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

15. Companies can make strong product awareness by attractive display of Impulse goods in the store.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

16. I think in store environment is an important factor for the influence of purchasing impulse goods.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

17. For buying impulse goods I need to make pre purchase decision.

| | | | | |
|----------------------|----------|---------|-------|-------------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1 | 2 | 3 | 4 | 5 |

18. Usually I buy impulse goods without preplan.

Strongly Disagree 1 Disagree 2 Neutral 3 Agree 4 Strongly Agree 5

19. I buy impulse goods always from my consideration set.

Strongly Disagree 1 Disagree 2 Neutral 3 Agree 4 Strongly Agree 5

20. Gender: * Male * Female

21. Age: *18-20 *20-23

22. In time of buying Ice-cream I prefer # Local brand

Foreign brand

23. In time of buying chocolates I prefer # Local brand

Foreign brand

24. In time of buying biscuits I prefer # Local brand

Foreign brand

25. In time of buying chips I prefer # Local brand

Foreign brand

Thanks for your coordination

Reliability(discretionary income)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 95.2 |
| | Excluded(a) | 2 | 4.8 |
| | Total | 42 | 100.0 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .539 | .554 | 2 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|----|
| I consider discretionary income as an important factor for buying impulse goods. | 3.7500 | 1.03155 | 40 |
| I would like to increase the amount of purchasing the impulse goods if my discretionary income increases in future. | 3.9000 | .77790 | 40 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| I consider discretionary income as an important factor for buying impulse goods. | 3.9000 | .605 | .383 | .147 | .(a) |
| I would like to increase the amount of purchasing the impulse goods if my discretionary income increases in future. | 3.7500 | 1.064 | .383 | .147 | .(a) |

Reliability(Occasion)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 100.0 |
| | Excluded(a) | 0 | .0 |
| | Total | 40 | 100.0 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .752 | .761 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|----|
| In time of occasion I take these impulse goods (chocolate, ice-cream, biscuits and chips) as one of the part of occasion. | 3.7500 | 1.03155 | 40 |
| In time of occasion I feel the need of these impulse goods (chocolate, ice- cream, biscuits and chips) | 3.9000 | .77790 | 40 |
| I increase the amount of purchasing these impulse goods (chocolate, ice-cream, biscuits and chips) in time of occasion. | 3.7500 | .80861 | 40 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| In time of occasion I take these impulse goods (chocolate, ice-cream, biscuits and chips) as one of the part of occasion. | 7.6500 | 1.926 | .582 | .401 | .692 |
| In time of occasion I feel the need of these impulse goods (chocolate, ice-cream, biscuits and chips) | 7.5000 | 2.769 | .495 | .285 | .759 |
| I increase the amount of purchasing these impulse goods (chocolate, ice-cream, biscuits and chips) in time of occasion. | 7.6500 | 2.285 | .703 | .495 | .539 |

Reliability(promotion)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 100.0 |
| | Excluded(a) | 0 | .0 |
| | Total | 40 | 100.0 |



Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .622 | .628 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Promotional activities of the companies influence me to buy the impulse goods. | 10.6500 | 3.669 | .377 | .210 | .571 |
| I response positively to the promotional activity of the companies who produce the impulse goods. | 10.9500 | 3.177 | .553 | .349 | .449 |
| The companies who produce impulse goods are successful to convey the message about their product to the target customer. | 11.1750 | 3.738 | .225 | .123 | .680 |
| I would like to buy the impulse goods after watching the promotion of the companies. | 11.1000 | 2.759 | .497 | .385 | .473 |

Reliability(Packaging)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 100.0 |
| | Excluded(a) | 0 | .0 |
| | Total | 40 | 100.0 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .630 | .633 | 2 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Packaging of the impulse goods is an important factor to attract customers. | 3.9250 | .635 | .463 | .214 | .(a) |
| Attractive packaging of impulse goods influences my purchasing behavior. | 4.4000 | .503 | .463 | .214 | .(a) |

Reliability(Brand image)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 100.0 |
| | Excluded(a) | 0 | .0 |
| | Total | 40 | 100.0 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .741 | .742 | 2 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|----|
| In time if buying impulse goods I consider brand image. | 3.8750 | .82236 | 40 |
| I prefer the brand image because it ensures the high quality. | 4.0250 | .80024 | 40 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| | | | | | |

| | | | | | |
|---|--------|------|------|------|------|
| In time if buying impulse goods I consider brand image. | 4.0250 | .640 | .589 | .347 | .(a) |
| I prefer the brand image because it ensures the high quality. | 3.8750 | .676 | .589 | .347 | .(a) |

Reliability (In Store Environment)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 95.2 |
| | Excluded(a) | 2 | 4.8 |
| | Total | 42 | 100.0 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .597 | .588 | 3 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|----|
| In store environment influences my purchase behavior. | 4.0250 | .80024 | 40 |

| | | | |
|--|--------|--------|----|
| Companies can make strong product awareness by attractive display of impulse goods in the store. | 3.9250 | .72986 | 40 |
| I think companies can successfully attract new customers by attractive display of impulse goods. | 3.8750 | .82236 | 40 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| In store environment influences my purchase behavior. | 7.8000 | 1.446 | .512 | .351 | .328 |
| Companies can make strong product awareness by attractive display of impulse goods in the store. | 7.9000 | 2.092 | .211 | .045 | .741 |
| I think companies can successfully attract new customers by attractive display of impulse goods. | 7.9500 | 1.382 | .524 | .356 | .302 |

Reliability (impulse buying)

Case Processing Summary

| | | N | % |
|-------|-------------|----|-------|
| Cases | Valid | 40 | 95.2 |
| | Excluded(a) | 2 | 4.8 |
| Total | | 42 | 100.0 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .494 | .505 | 2 |

Item Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|----|
| Usually I buy impulse goods without preplan. | 3.9000 | .81019 | 40 |
| I buy impulse goods always from my consideration set. | 3.7500 | 1.03155 | 40 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Usually I buy impulse goods without preplan. | 3.7500 | 1.064 | .337 | .114 | .(a) |
| I buy impulse goods always from my consideration set. | 3.9000 | .656 | .337 | .114 | .(a) |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|--------|----------|----------------|------------|
| 7.6500 | 2.285 | 1.51149 | 2 |

Regression

Variables Entered/Removed(b)

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | environment, income, promotion, packaging, image, occasion(a) | | Enter |

a All requested variables entered.

b Dependent Variable: impulse

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|---------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .861(a) | .742 | .695 | .45260 | .742 | 15.799 | 6 | 33 | .000 |

a Predictors: (Constant), environment, income, promotion, packaging, image, occasion

ANOVA(b)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|---------|
| 1 | Regression | 19.418 | 6 | 3.236 | 15.799 | .000(a) |
| | Residual | 6.760 | 33 | .205 | | |
| | Total | 26.178 | 39 | | | |

a Predictors: (Constant), environment, income, promotion, packaging, image, occasion

b

Dependent Variable: impulse

Coefficients(a)

| Model | | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | 95% Confidence Interval for B |
|-------|--|-----------------------------|---------------------------|---|------|-------------------------------|
| | | | | | | |

| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zer |
|---|-----------------|-------|------------|-------|--------|------|-------------|-------------|-----|
| 1 | (Constant) | .480 | .774 | | .620 | .540 | -1.094 | 2.054 | |
| | income | .600 | .384 | .730 | 1.443 | .158 | -.181 | 1.381 | |
| | occasion | .330 | .419 | -.306 | -.582 | .565 | -.524 | 1.183 | |
| | promotio n | -.174 | .165 | .259 | 1.573 | .125 | -.509 | .162 | |
| | packagin g | .305 | .150 | -.434 | -2.581 | .014 | .001 | .609 | |
| | image | .142 | .282 | .648 | 1.819 | .078 | -.433 | .716 | |
| | environm ent | -.361 | .332 | -.735 | -2.175 | .037 | -1.037 | .314 | |

a Dependent Variable: impulse

Coefficient Correlations(a)

| Model | | | environmen t | income | promotion | packaging | image | occasion |
|-------|------------------|-----------------|-----------------|--------|-----------|-----------|-------|----------|
| 1 | Correlatio ns | environme nt | 1.000 | -.085 | -.129 | .023 | -.910 | .176 |
| | | income | -.085 | 1.000 | -.126 | -.138 | .188 | -.962 |
| | | promotion | -.129 | -.126 | 1.000 | -.559 | .079 | .110 |
| | | packaging | .023 | -.138 | -.559 | 1.000 | -.130 | .164 |
| | | image | -.910 | .188 | .079 | -.130 | 1.000 | -.303 |
| | | occasion | .176 | -.962 | .110 | .164 | -.303 | 1.000 |
| 1 | Covarianc es | environme nt | .110 | -.011 | -.007 | .001 | -.085 | .024 |
| | | income | -.011 | .147 | -.008 | -.008 | .020 | -.155 |
| | | promotion | -.007 | -.008 | .027 | -.014 | .004 | .008 |

| | | | | | | | | |
|--|--|-----------|-------|-------|-------|-------|-------|-------|
| | | packaging | .001 | -.008 | -.014 | .022 | -.005 | .010 |
| | | image | -.085 | .020 | .004 | -.005 | .080 | -.036 |
| | | occasion | .024 | -.155 | .008 | .010 | -.036 | .176 |

a Dependent Variable: impulse

