

**CERTIFICATE OF THE SUPERVISOR {PARA 18 (5) (C)}**

**CERTIFICATE**

This is to certify that the work entitled “**Antecedents of Impulse Buying: A Study of Consumer Buying Behavior with respect to Trade Fair in Indian Context**” is a piece of work done by Ms. Sneha Rajput, under my guidance and supervision for the degree of **Doctor of philosophy of Jiwaji University, Gwalior (M.P.), India**. The candidate has put in attendance of more than 200 days with me.

To the best of my knowledge and beliefs the thesis,

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Gwalior, February , 2015

**Sneha Rajput**

## **PREFACE**

This thesis is intended to contribute to research in the field of Consumer Buying Behavior of Indians and Non Residential Indians with special Reference to Indian Trade Fairs organized across the country. Impulse Buying is considered as an important buying pattern which generates good amount of sales. There is a need to understand the importance of Impulse Buying in Indian context. Research studies have been conducted in the same field across the globe but during the assessment of literature no significant work came across in Indian Context. Study especially in Reference to Indian Trade Fairs was found to be the rarest work done on Impulse Buying. This research bridges the gap between the existing researches and the required researches in the field. The study was conducted to find out the 'antecedents of impulse buying' and after conducting thorough review of past work done major factors identified affecting Impulse Buying were Store Atmosphere, Product Assortment, Individual Personality Traits and Recreational Shopping Tendencies. The research brings out the three major things one is the relationship between factors, second one is the effects of these factors on Impulse Buying and thirdly the effect of demographics i.e. age, income and gender on all the variables.

The thesis is divided into eight chapters. Here is the detailed description of different chapters. Chapter 1 introduces the subject of this study. This chapter discusses about the background for the theoretical issues related to the subject. Here in this chapter the places, variables, products and industries are described where concept of Impulse Buying is widespread.

Chapter 2 is about conceptual work, related to the variables used in the study. Here meaning and definition related to all the variables are discussed. Chapter also discusses the concept related to the Impulse goods and various types of Impulse goods. Impulse buying model with other related models is described in detail. In case of other models specifically 'consumer decision making model' and 'SOR model is described under this head. The chapter covers the concepts and models associated to 'Trade Fairs' after a thorough examination of work done previously.

Chapter 3 presents in detail the Review of Literature in the first section. Here a rigorous study and assessment of research work done across the globe is conducted using all possible sources. The chapter also attempts to discover the relationship established by previous researchers among various variables or factors affecting Impulse Buying. Along with this the contribution of few demographic variables like age, gender and income to Impulse Buying is also mentioned. The chapter also discusses the objectives and hypothesis for carrying out this research work followed by the rationale of the study.

Chapter 4 presents in detail the Research Methodology used in this thesis. The chapter describes the type of study along with the research design where the factorial design is present. Methodology remains incomplete without the description of Population used for the study, Sampling Frame, Sampling Elements, Sampling Techniques where and how data is collected for the study and from how many respondents the data was collected. Here tools used for data collection as well as for analysis are also described in detail.

Chapter 5 deals with Results or data analysis using statistical tools. The chapter can be addressed as the chief chapter of this thesis which begins with the description of sample characteristics according to age, gender, and income pursued by the validity assessed of tool used for data collection. To use the data collected further it underwent for reliability test using PASW 18. In this chapter, Data collected is also tested for its suitability for next step i.e. Exploratory Factor analysis (EFA). Therefore here the results of sample adequacy are also present. To identify the underlying factors EFA is applied followed by the estimation of individual factor reliability. Confirmatory Factor Analysis is been applied next. The two validities i.e. convergent and discriminant and construct reliability is also present in the same chapter. The chapter winds up at the SEM and hypothesis testing through which model testing is done using AMOS 18, the accuracy of the theoretical model is assessed followed by MANOVA analysis.

Chapter 6 presents the discussion of results in detail with theoretical support. In this chapter all the findings starting from EFA are present with the previous work supporting. The chapter covers the entire finding one by one. EFA discussion is followed by CFA discussion, and then conversation about Structural Model Evaluation and final hypothesis discussion is done winded up at Nomological Validity.

Chapter 7 exhibits the Implications of the Study which is divided into three sections i.e. Managerial Implications, Research Implications and Implication for society. In first section the use of current study for Managers or the organizer of trade fairs, trade shows or exhibition is present. In research implications, use of study for future researchers is present and lastly how society should be careful about factors influencing Impulse Buying is mentioned.

Chapter 8 is about Summary, Conclusions and Suggestions for the study. The Chapter starts with the Summary, where the details of the thesis are present chapter by chapter. In this section the findings or the results are discussed as they are present in chapter. Thereafter the researcher concludes the research according to the objective set for conducting the research and how those objectives are achieved one after other. The next section of the chapter presents the Suggestions given by the researcher for the future researchers and researches. Next in line, the thesis presents References as an acknowledgment to distinguished researchers for conducting research works in the related field and providing a strong theoretical base for this study. Lastly the Annexure is provided covering the questionnaire used for conducting this study and Research Paper.

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