2. Conceptual Framework

2.1 Impulse Buying

2.1.1 Meaning of Impulse Buying

Impulse Buying is an inevitable part of everyday life. It is well thought-out as a source of relaxation and reflects certain traits of personality. Impulse buying is a buying behavior which can be used in place of unplanned buying. Impulse Buying is any unplanned purchase decision taken by any consumer which is supported by certain stimuli. As already discussed in the introduction, there are several factors which do affect Impulse Buying. In case of impulse buyers do not move with pre decided task to any shopping arena as well as they do not carry any pre decided product in their shopping list. Beatty & Ferrell (1998) suggested that the “behavior occurs after experiencing an urge to buy”.

2.1.2 Definition of Impulse Buying

Impulse buying is a pervasive aspect of consumers' behaviors and a focal point for considerable marketing activity (Rook, 1987)

Cobb and Hoyer (1986) defined Impulse Purchase in a way “which shows that an impulse purchase occurs when there is no intent to buy a specific brand, or even from the category, prior to entering the store”.

Beatty and Ferrell (1998) defined impulse purchase as “A Sudden and immediate purchase with no pre-shopping intentions of any product category or purpose that too without much of assessment excluding any regular purchase or routine purchase”

Coley and Burgess (2003) have defined “the impulse buying from consumer behavior point of view which includes moods and emotions”.

Impulse buying is influenced by internal situation or personality faced by consumers, as we as by environmental factors. Lack of control (or impulsivity), stress reaction
and absorption are the main general personality factors that prompt the tendency of impulsive buying as mentioned by Youn and Faber (2000). Whereas Rook and Fisher (1995) says ‘buying impulsiveness is a one-dimensional construct that embodies consumers’ tendencies both to think and to act in identifiable and distinctive ways. They defined it as a “consumer’s tendency to buy spontaneously, unreflectively, immediately, and kinetically. Highly impulsive buyers are more likely to experience spontaneous buying stimuli; their shopping lists are more ‘open’ and receptive to sudden, unexpected buying ideas.”

Piron (1991) described motivation as a major factor that contributed to on the spot purchase decision. Any buyer can be termed as an impulsive buyer who acts instantly out of desperation and makes a purchase without evaluating the untoward situation arising afterwards like running out of cash or entering into debt etc.

2.1.3 Impulse Goods

Impulse Goods are purchased on impulse, without any planning or search efforts. These goods are usually displayed widely (Kotler, 1997). Langer et al. (1978) have mentioned that Impulse products have a common feature of economical product those are often purchased with less or no effort by the consumer. E-commerce white paper (1998) has defined Impulse goods as an item that shopper has not decided beforehand.

So far no significant research work has found elaborating the purchase of highly prices or sensitive item in an unplanned manner, for example any vehicle whether it’s a bike or car cannot be purchased on impulse. Similarly items like gold, diamonds or antiques will not be purchased on impulse. Any item if can be purchased with ease in terms of money and can be carried home with ease in terms of its weight will be purchased impulsively. (Hodge, 2004)

2.1.4 Types of Impulse Purchase

Stern (1962) in his paper “The Impulse mix” has mentioned four types of Impulse purchases
1. **Pure impulse buying** is one in which the shopper shops something out from normal shopping behavior which he has not planned at all.

2. **Reminder Impulse buying** is described as buying that occurs after seeing any product. This type of buying occurs when product is viewed by a customer and after seeing it he recollects and analyzes its need and requirement. This can also be result of how the retailer has presented or placed that product in the store.

3. **Suggestion Impulse buying** is quite different from the previous one as in this the shopper has no knowledge or information of the product before looking at it and the need is also recognized after seeing it.

4. **Planned Impulse Buying** is the last type of purchase depends on the special offers discounts, offs etc.

**Product Related and Consumer Related Impulse buying**

1. **Product Related Impulse Buying** is one in which the product is the main factor which distinguishes impulsiveness from non-impulsiveness. Primarily impulse buying was concerned with specific product categories (Bellenger et al. 1978). There are certain products which are purchased more impulsively than others.

2. **Consumer Related Impulse Buying** is has considered the Impulsive nature of a human being. And also at the time of making buying decision the mind set of human being is studied. Cobb and Hoyer (1986) identified three types of purchasers and they are **Partial planners** are very careful in-store shopping behavior and believe in search and are prices sensitive. **Impulse purchasers** slightly engaged in store information processing but valued quality, display plays a prominent role to gain their attention (Donthu and Gilliland, 1996). The findings revealed the fact that advertising might be more effective that point of purchase promotion in building a quality image, and helps impulse buyers in making a brand decision. Finally, planners appeared to viewed product image and performance as the key factor therefore retailer rarely influences them.
Element that distinguish Impulsive from Non Impulsive consumer behavior

Rook and Hoch (1985) offered a psychological model of consumer impulse buying episodes. After in depth interviews of 202 adults the authors identified five elements which distinguish impulsive from non impulsive consumer behavior – on the spot act, psychological disequilibrium i.e. imbalance of mind set, dilemmas, estimations of ifs and buts, and low consequence consideration.

Determinants of Impulsive Buying

Gąsiorowska (2008) mentioned factors stimulating Impulsive Buying into three different groups. The Group One involves individual traits influencing impulsive buying tendency, like general impulsivity, optimal level of stimulation, temporal orientation materialism was also included followed by money attitudes including more of recreational shopping tendency.

The Group Two encompasses individual and situational factors that trigger impulses in certain situation while shopping including affect and emotions, attitude towards promotion, atmospherics, in-store stimuli, comfort level.

The Third group consists of moderators that either inhibit impulsive decision like self-control, or stimulate it (Rook and Fisher, 1995).

2.1.5 Impulse Buying Model

The Impulse Buying model (Figure 1) is discussed by Churchill & Peter (1998). The model is explained in four steps

1. Browsing: As an important feature of impulse Buying, it is always unplanned. The customer comes across the product all of a sudden due to various stimuli.

2. After seeing the product, s/he starts preparing his mind for creating its need and requirement which ultimately leads to creation of Desire or will to purchase.
3. Once the aspiration to purchase the product has been developed s/he without delaying makes the purchase. It should be noted that the store environment plays here a centre role in providing information about the product in the store itself (Marttila and Writz, 2006) so the phase of Information search and Alternative evaluation is sometime not present or else for a very short duration.

4. Last stage is of Post purchase Evaluation which same in all kinds of purchases.

2.2 Other Models Related

2.2.1 Consumer Decision Making Model

Before understanding the Consumer Decision Making Model mentioned in (Figure 2), it is essential to understand the pure meaning of the word ‘consumer’. Narayana and Markin (1975) says consumer evaluates everything on his own very logically keeping in mind various factors and then takes a decision of purchasing a product or service. Consumer in selecting any alternative considers his requirement and acts intelligently, rationally and more focused towards motives (Assael, 1995). Sproles and Kendall (1986) defined consumer decision making as approach to making choices.

Wall (2003) in his book “The Buy Impulse” has discussed twenty Six mind control gears to attract more number of potential customers. One of them is making them a part of sales process to generate sense of belongingness. As they are not just influenced by family, reference groups, ads, role models, but also by emotions moods as well as situations (Schiffman and Kanuk, 2000)

He has also discussed the consumer decision making model which is divided in three stages Input Stage, Process Stage and output stage.

1. Input Stage, where consumer is driven by the marketing efforts and socio-cultural factors as External influences

2. Process stage, here the consumer makes the decision to purchase, different psychological factors as mentioned in the model helps consume to reach this decision.
3. Output Stage is divided in two segments, where the consumer has purchased the product one and if the experience is positive or satisfactory it results into repeat purchase or else s/he again evaluates the alternatives. The model has described various Socio-cultural, Marketing, Psychological factors.

The study of Hirschman (1980) presented a different aspect of Consumer Behavior which include three construct highly important to consumer behavior

a) Innovativeness: it is the propensity of consumer to adopt novel products.

b) Novelty seeking: Hirschman has divided it into two components-inherent novelty seeking and actualized novelty seeking.

c) Consumer creativity: As reviewed by him Guilford (1965) has defined it as productive thinking. He stated that creativity is problem solving.

d) Role accumulation: As explained by Hirschman in the words of Wallendorf (1979) multiple roles one is performing.
Figure 2. Consumer Decision Making Model

2.2.2 S-O-R model

Belk (1975) has proposed a revised SOR paradigm (Figure 3) in which he discussed that a person is stimulated by both situation and object and after this combination he reacts in a way he do.
2.3 Trade Fairs in India

As today’s business era is fast where Trade exposition and shows are extremely imperative for every Organizations to endorse their offering. Brand Building is not the only objective apart from this product can be introduced by providing social networking support and searching new place to serve but only if Seller is prepared for it (Sampson, 1998). Trade show is a place where culture meets commerce (Trunick, 1996), having roots in ancient bazaar from where vendors gather in a central location (Shankar et al., 2012).

2.3.1 Meaning and Definition of Trade Fair

Beier and Dambock (2014), have described all considered synonyms of Trade Fair (Figure 4). They reviewed the work of Barnhart (1988) cited in Beier and Dambock (2014) “Fair” comes from Latin “feria”, meaning “holiday” as well as “market fair” same corresponds to the Latin “feriae”, which is related to festivals and meaning reviewed by him in Morrow (2002), is gathering of people at regular intervals for sale of goods. Figure 4 below will clear many dilemmas occurring in the meaning of the word ‘trade fair’.

Situma (2012) have conducted a research where he has mentioned that organization views the trade shows and exhibitions as a marketing as well as objective achieving tool. The respondents have considered the trade shows very effective with average
mean response of 1.84. Publicizing the product, its variety, stage at which it is lies, retaining, regaining the lost customers and customers for which it is intended. The study of Kirchgeorg et al. (2010) exhibits that trade shows cannot be completely replaced by other means but it is one of the very competitive ways. The study also evaluates the trade show itself as a marketing instrument.

Rice (1992) have mentioned in his paper “International Trade Shows Include Trade Shows, trade fairs or exhibition which have as their exhibitors and visitors firms from several countries. They are invaluable way for firms to communicate with current and potential customers from many countries”. As reviewed by him in Witt and Rao (1989), trade shows are one way for developing Buyer and Seller relationship. In conclusion he discussed that Increase in Number of Trade Fairs has resulted in to Increase in Globalization of Businesses and enhances exports.

**Figure 4: Categories in Trade Fair/Show**

Source: Adapted from Prof. Beier J. and Dambock S., University of Cooperative Education, Ravensburg, Germany
Wikipedia differentiates consumer fairs that are open to the public, another type which company executives attends and a few fairs are combination of the both. Trade fairs are also known as Expos. There are numerous trade shows organized in and outside the country like Restaurant Trade Shows, Book Publishers Trade Shows, Home & Garden Shows, Professional Salon Industry Trade Shows, Technology Trade Shows(ehow.com), Building Product Trade Show (Smith et al. 2001). Gopalakrishna et al (2010) have mentioned in their study the similarities share by Industrial Shopper and Consumer Shopper and also how they differ in various aspects.

Trade fairs involve various costs and same is looked as an asset. Costs is charged in various piece like the rent for area where we put the counter, design and accessories required for trade show display, telecommunications and networking, travelling cost, accommodations of the person in-charge, and promotional literature like brochures, leaflets etc and visit gifts for attendees. Other costs like electricity used, housekeeping and maintenance, internet services, and material handling charges. Trade fair is one way of economic development. Though measuring the exact cost of the trade fairs is very difficult (Costa, 1995)

Trade fairs are not only common on International Levels but also on national level that too not restricted to only metros or semi metros but also traditional cities like Gwalior known as ‘Gwalior Vyapaar Mela’. Government of our country is actively promoting Trade Fairs in India for which it has created an organization named ITPO i.e. India Trade Promotion Organization (ITPO), is in diverse fields especially trade and commerce operating successfully with high standards at national and International level from last three decades. Private agencies like Trade India Fairs & Exhibitions Private Ltd [TIFE] Coimbatore have rich Experience in the field of organizing International Trade fairs to ensure transfer of technology, Exchange of Knowledge and Targeted Business Network. According to 10times almost 734 trade shows were organized in India in year 2014.
2.3.2 Efficiency of Trade Fair

Situma (2012) developed a model on Efficiency of Trade Fairs (figure 5) where he has used three Independent Variables Promotion Mix, Marketing and Organization Objectives and Efficiency of Trade Fairs as Dependent Variable. Kirchgeorg et al (2010) have also discussed that the trade show will be considered as a marketing tool for future.

Figure 5. Efficiency of Trade Fair

Source: Adapted From Situma S. P. (2012)

Bello and Barczak (1998) has added one more efficacy of Trade Fair apart from mentioned above. He said trade fairs can also be used for New Product development in early phase. Beier and Dambock (2014) has also discussed the benefits and Importance of Exhibitions and Trade Fairs in one of their Module. In his review has supported the model of Situma (2012), the review confirmed that 28% stores concentrate on concluding the contract, 65% wants to be visible, 60% wants to
enhance their Image, about 50% wants to exchange information, 70% wants to interact with new customers and develop personal contacts. Kastner et al. (2011) mentioned that B-to-B and B-to-C trade shows serves variety of objectives at one time, same is supported by model described in the study of Situma (2012).

Olafsson (1994) in Manitoba Business Magazine mentioned an important aspect which needs to be taken care of is ‘display’. A display is known to be great if it has capability to catch more eyes as it can be seen that all the booths or stalls in shows are placed adjacent to each other and any visitor may cross one stall in few seconds. Therefore it is just the display that can make a customer stop for further discussion or purchase.

### 2.4 Antecedents of Impulse Buying

#### 2.4.1 Store Atmosphere (SA)

Store atmosphere can be described as the combinations of the environment present inside and outside the store. Or in other words it is the surroundings of any store or retail outlet or trade fair/show or exhibition. Many studies are conducted in internal as well as external atmosphere of a store, mall, trade fairs/shows and exhibition. Atmosphere of a store cannot be studied taking in considerations any one of them. Impulse buying is sometimes the result of internal or in-store atmosphere and sometimes the result of external and in number of cases it is the resultant of both. In India both the dimensions are considered. Tafesse and Korneliussen (2012) have stated through a study on trade fairs/show in using sample size of 95 respondents that staff, store atmosphere and product assortment are the main factors that are considered before purchase decision is made in the store.

At present good ambiance of the store is considered as major factor. It is the only way how a retailer can differentiate the store in the memory of a customer. Intelligent store design and layout result into high impulse purchases done by the customers. Abratt & Goodey (1990) confirmed that out of 65% on the spot decision 50% were purely impulse. So it is in the interest of the retailer to create an environment or atmosphere
which is comfortable, relaxing, pleasant and convenient which ultimately leads to a
good shopping experience. The term In-store Image can also be useful in understanding the In-Store Environment. Image is the way you think, ideas i.e. any innovation, and impression that a person has of an Object (Kotler and Clarke, 1987).

Qayyum and Do (2007) have mentioned that it is not only store layout which is important but display plays an important role in assisting the customer in their decision. Many consumers make a decision based Store mix and surroundings (Finn and Louviere, 1990).

**Dimensions of Store Atmosphere**

McGoldrick (2002) have discussed the dimension of Store Environment in four different categories

1. Visual
2. Aural
3. Olfactory
4. Tactile

**Visual** Environment includes all that which can be seen in the store and presented in such manner that it attracts the shopper. All techniques that are followed in Visual dimension are called as Visual Merchandising. E.g. Window Display (Kim, 2003).

**Aural** In-Store Environment can be described as anything which is in audio form e.g. Special scheme/offer announcement at Big Bazaar by the employees through a mic.

**Olfactory** in store environment is described as the fragrances and scent present in the atmosphere e.g. the campus of Usha Kiran Palace Hotel, Gwalior is always aromatic by the fresh flowers.

**Tactile** In-Store Environment includes the tangibility part, means which can be seen as well as touched. E.g. Testers kept by Lakme, Revlon etc.
Kotler (1974) also discussed the same dimensions of an atmosphere but in a different way. He said the main Visual Dimension is- Color used in the store and its intensity, and the entire planogram. The main aural dimensions are Volume and Pitch, Olfactory Dimensions are aroma present and tactile dimensions are related to comfortable temperature. He has taken Atmospherics as a relevant marketing tool in certain situations like where the seller has design options, numbers of competitive outlets are more, and product and/or price differences are insignificant.

**Bend in In-Store Marketing**

It has been observed that there is emphasis upon store design and layout since last two decade as is a tool to provide image discrimination. The introduction of the Self Service concept has emphasized the retailers to think more seriously on the store design and layout. The Design of the store is important because it provides convenience to the customer, help in locating the products in the store. (McGoldrick, 2002 and Iyer and Ahlawat, 1968)

Solomon et al. (2002) states ‘Shopping is like a stage performance, with the customer involve either as a member of audiences or as an active participant. The quality of the performance is affected by the other cast members (sales people or other shopper.) as well as by the setting of the play (the image of a particular store and the’ feelings’ it impart) and props (store fittings and promotional material which try to influence the shopper’s decisions)

Donovan and Rossiter (1982) have tested the Mehrabian-Russell environment psychology model in retail setting. Study mentioned that happiness and encouragement are playing major role in shopping decisions and behavior. Wilkinson et al. (1982) by using factorial design, conducted a research as an in-store pricing experiment for three factors—3 price level, 3 display level, and 2 advertising level, which was called for 18 treatments. The authors examine the relative importance of temporary price reductions, display alternatives, and newspaper advertising to unit sales of supermarket products. The study revealed a fact that pricing strategies and display affects sales for all products used for the study and helps in enhancing the
amount and frequency of sales. Product display in three levels: normal display, expanded display, and Extraordinary display wherein extraordinary display attracts more (Applebaum, 2010).

Qayyum and Do (2007) mentioned about display screens in the store e.g. fun cinemas have their menu on screen. These screens provide information to the customers. The intention of these activities is not limited up to promotion only but the hidden aim seems to be like customer service also which ultimately provides a good shopping experience (Fahey, 1990) and it is direct ad kind which gears-up the purchase (Andrews, 1999) and impulsive buyers tended to be influenced by emotional attraction to a desired product in television shopping (Park & Lennon, 2004, Donthu and Gillialnd, 1996).

**Contribution of Online Stores in Impulse Buying Behavior**

At present online stores have gained high acceptability; resulting into raising the sales of such stores. 40% of the total sales belongs to impulse category says *E-Commerce White paper*. Now net users are converted into ‘netizens’. They have also mentioned “after observations that, when using category links, shoppers were three times more likely to continue browsing for more items once they found the item they originally were looking for, than the shoppers who used the site’s search engine” an also kept thrice impulse items to shopping cart, supported by the study of Kwon and Armstrong (2002).

**Taxonomy of Situational Characteristics**

Belk (1975), conversed about various taxonomies of situational characteristics into five different groups

1. **Physical Surroundings** are the most easily visible and felt features of a place. Geographical and institutional location included along with Interior decoration, sounds, fragrance (aroma), lights, temperature, and configurations of merchandise.
2. **Social Surroundings** provides more description of a situation supported by the study of Mattilla and Writz (2006). Here interpersonal Interactions may also include the employee behavior or response to the customer.

3. **Temporal Perspective** is a dimension of situations which can be called as chronological or activities from time to time including future or past.

4. **Task Definition** is in which a shopper is present and this situation would differ in case of different occasions and the item purchased. If same item is purchased for two different purposes then situation is different and if in same situation two items are purchased then situation would be different. It also reflects different role a person plays for the same product. For instance, anyone who buys a product for personal use is in a different mindset and when a same person is buying same product but for the sake of giving it to someone as a gift carries a different role.

5. **Antecedent States**, it more describes a condition and are swinging moods which changes as the persons condition changes.

2.4.2 **Product Assortment (PA)**

As defined by business dictionary, “The collection of goods or services that a business provides to consumers. The main characteristics of a company’s product assortment are: (1) its length or number of products, (2) its breadth or number of product lines, (3) its depth or number of product varieties within a product line and (4) its consistency or how products relate to each other in a retail environment.”

The variation in the demand and taste of the consumer has enhanced the obligation of the retailers to provide them with the wide range of choices along with the genuine prices and uniqueness. Especially in places like trade fairs or exhibitions the customer is searching for a merchandise which award him individuality as well as product that she/he will not get otherwise. As these trade fairs or exhibitions are for a specific time frame and do not continue for a very long time. Here the customer is challenged with making the best buying decision bounded by the time pressure of the fair or exhibition. Customer understands it very clearly that if he/she miss the opportunity of buying at
this time they may be left with the feeling of regret. At the same time they are in dilemma, in case they buy an item at high cost can be a financial as well as emotional loss if the same item is present outside the fair at a low cost compared to what they have paid.

The stores assembled in the show are from various states and by various brands including special items. For E.g. Dental EXPO is organized in ‘Pragati Maidan’ Delhi in Every winter, provides different items varying form small equipments like Burs to large X-Ray Machines. Here the visitors from various parts of the country can compare the utility, features, durability, services as well as price of the dental materials and equipments. Apart from such focused fairs, there are some trade shows being conducted in India which are inviting customers from various occupations, income, age, gender, educational background, marital status and interests to attend the Trade show.

Another problem that chomps the brain of a customer is the ‘exchange’ or ‘return’ or ‘replacement’ of the product purchased in case they want or they don’t like. The assortment turnover in such Fairs and exhibition are quite high, which leads to the unavailability of choices left afterwards for exchange or for replacement. Sometimes the customer is forced to keep product as the Trade Show has ended. The reliability of the addresses given is not accepted by the customer and at the same time the process of exchange is so long and involves cost that customer is compel to give up on his own.

2.4.3 Individual Personality Trait (IPT)

Personality is defined as the distinguishing prototype or ways of one’s of activities, including thoughts, opinions, inner feelings and emotions of individual’s adaptation to the situations of his or her life (Mowen and Minor, 2012)

Sun, Wu and Youn (2010), explained personality as comprising of hierarchical relationships among Neuroticism (Emotional Instability), Conscientiousness, Agreeableness, Extraversion, and Openness using structural equation model approach.
Neuroticism/Emotional Stability, related to the balance of emotion or feelings; Conscientiousness is explained as extra carefulness in performing any task or accepting anything; Agreeableness, is degree of showing kindness to someone opinion; Introversion/Extroversion, how a person interacts with other people coming to his contact; and Openness to Experience, limit to which one exercises new things or is ready to accept the innovations. The study mentioned an optimistic relationship between impulsive buying and compulsive buying, between emotional instability, Conscientiousness, Agreeableness and the study also found the relationship between impulsive buying and openness and Extraversion.

Taxonomy of Shopper’s Characteristics

Stephenson and Willett (1969) have discussed in his paper the various taxonomies of Shopper’s Characteristics and all are based on retailers’ attitude and outlet explored.

1. Store Loyal Shoppers are described as the shopper who do not visit many Stores and are used a single it may be because of its quality, fixed prices or good employee attitude and also they are highly concentrating on their purchases.

2. Compulsive and Recreation Shoppers don’t restrict themselves a single store and tries to check out with maximum possible alternatives present in their reach as well as they highly focused on the item to be purchased along with their pre decided specifications.

3. Convenience Shopper can be termed as easy going shopper as they score low on both the dimensions i.e. on their market search as well as on their concentration. This is mainly an attitude of a person shopping in case of extreme need or any item which may not be of that sensitive category.

4. Price Bargain-Conscious Shoppers are most price sensitive shopper and scores very high on the dimension of market search.

Donthu and Gilliland (1996) have distinguished shoppers into two forms, one those who see infomercials as Infomercial Shoppers and Second those who don’t shop from
the infomercials Shoppers are more impulsive than the non shoppers. Infomercial Shoppers do not differ in age, education, income and Gender but infomercial shoppers are more brand conscious, price conscious, variety seeking, innovative, heavy television viewer, more averse to risk. They have a kind of negative attitude towards shopping but carry a positive attitude towards direct marketing and advertising. Whereas the study of Agee and Martin (2001) concluded that infomercials do not affect the purchase at all. (mentioned in review ahead)

2.4.4 Recreational Shopping Tendencies

Backstrom (2006) defined the recreational shopping wherein individuals experience enjoyment out of shopping. Some researcher also defined recreational shopping as an “activity that consumers enjoy as a leisure-time activity” (Bellenger et al. 1977). In other words the recreational shopping can be tied with the emotional part attached to it and also with the happiness and relaxation achieved by undertaking such activities.

Mai et al. (2003) have mentioned in his study that a person is not doing shopping just to get one product but also to enjoy during that shopping trip such as having gala time with friends and to spend time with spouse or family members. With the arrival mall culture people are expecting the shopping environment loaded with fun and lots of excitement. They like the ambiance and variety visible in mall and freedom to choose from them.

“Impulse buying is a pervasive aspect of consumers' behaviors and a focal point for considerable marketing activity” (Rook, 1987) where as in Impulse buying there is no pre decision made even to buy any definite brand or variant (Cobb and Hoyer, 1986).