Chapter 3. Review of Literature, Objectives, and Rationale

3.1 Review of Literature

3.1.1 Impulse Buying

Rook (1987) says “Impulse buying is a curious phenomenon wherein a person feels all of a sudden need to buy certain product which has high level of desperation and is completely uncontrollable. Here an individual faces emotional inconsistency and is unable to understand and sometimes ignoring the future consequences.”

Factors that Influence Impulse Buying

Stern (1962) identified nine factors that influence the buying impulse wherein he included the price of the product in total purchase, significant need, efficient distribution done by the seller, freedom to select, heavy publicity or promotion, intelligent display, Fast consuming goods, easy to carry and store. Even in 40’s and 50’s there was high percentage of impulse purchases and even an increase in the percentage of the same 38.2 to 50.9 in supermarkets (Stern, 1962)

Cobb and Hoyer (1986) conducted a study in three phases, including variety of methods like observation, interviews and survey through self designed questionnaire. With a sample size of 227 three types of shoppers were identified based on price and brand. Partial planners are more careful in case of variety and price. Impulse purchasers slightly engaged in store information processing but valued quality, display plays a prominent role to gain their attention. 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. In the study Impulse purchasers were 33.3 percent due to considerable overlapping with the other two groups.
Whereas Stone (1954) has written about four different types of Purchasers/ Shoppers i.e. Firstly, *Economic Shopper* paying more attention to retail collection, price, and quality. Secondly, *Personalizing Shopper* is one who seeks personal relationship with retail personnel. Thirdly, *Ethical Shopper* willing to give up lower prices and wider selection of goods in order to behave consistently with moral beliefs. Lastly, *Apathetic Shopper* shopping largely out of necessities (Westbrook and Black, 1985). Gutierrez (2004), with a sample of 85 percent females in it studied the proportion of overall impulse buying percentage which was found to be 11.9 percent. In case of unplanned brand but product planned were 5.3 and where brand planned but product is not was 18 percent. Incidence of impulsive product choice, when the brand chosen was the usual brand was just 6.2 percent.

Piron (1991) reviewed various definitions mentioned by different authors. The table below mentioned shows the various elements studied or considered by different authors in defining Impulse Purchase.

Table 1: Definitions with elements by various authors

<table>
<thead>
<tr>
<th>Name of the Author</th>
<th>Element* Used to describe Impulse Buying</th>
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<tbody>
<tr>
<td>Applebaum (1951)</td>
<td>1, 2 (unplanned purchase, Response to Stimulus)</td>
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<tr>
<td>Nesbitt (1959)</td>
<td>3 (Benefit from special offers)</td>
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<td>Stern (1962): Four Types of Purchase</td>
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<tr>
<td>1) Reminder Impulse</td>
<td>1, 2 (unplanned purchase, Response to Stimulus)</td>
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<tr>
<td>2) Suggestive Impulse</td>
<td>1, 2 (unplanned purchase, Stimulus)</td>
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<tr>
<td>3) Planned Impulse</td>
<td>2, 3 (Stimulus + Benefit from special offers)</td>
</tr>
<tr>
<td>4) Pure Impulse</td>
<td>1, 2, 4 (unplanned purchase, Stimulus, Thrill seeking)</td>
</tr>
<tr>
<td>Davidson (1966)</td>
<td>1, 5 (Unplanned Purchase, decision made all of a sudden)</td>
</tr>
<tr>
<td>Mc Neal (1973)</td>
<td>1, 6 (Unplanned Purchase+ Result of a deliberation Process)</td>
</tr>
<tr>
<td>Engel &amp; Blackwell (1982)</td>
<td>1, 7, 8 (Unplanned Purchase + no reminder of past problem + no buying plans)</td>
</tr>
<tr>
<td>Weinberg &amp; Gottwald (1982)</td>
<td>1, 12 (Unplanned Purchase, Reduction of Cognitive Evaluation)</td>
</tr>
<tr>
<td>Loudon &amp; Della Bitta (1984)</td>
<td>3 (Benefit from special offers)</td>
</tr>
<tr>
<td>Rook &amp; Hoch (1985)</td>
<td>9, 10, 11, 12, 13 (sudden wish, emotional disequilibrium, emotional conflict, reduction of cognitive evaluation, no consideration for consequences)</td>
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</table>
Based on the review done by Piron (1991), he identified 13 different elements which can be used to define Impulse Buying (not mentioned for the sake to avoid repetition).

Piron (1991) proposed definition in his paper as an improvement over previous ones which present both discernment and flexibility. He has discriminated unplanned purchase from impulse purchase, as unplanned purchases are not made as one sees the product coming in contact so they cannot be called as impulse purchase. Second, flexibility present in case of brand or product.

### 3.1.2 Store Atmosphere

Applebaum (2010) mentioned two important aspect of consumer behavior in retail store one is ‘Identification of Customers’ which includes its Composition & Origin and Second thing ‘buying patterns’ can be grouped in relation to factors like shopping place and product purchased. Another factors studied were temporal, occurrence, mode and effect of Sales Promotion tools: displays, pricing, demonstration, and sale talks. All the above factors mentioned here affect the consumer behavior. Sales Promotion is also supported by Vyas (1984).

Kotler (1974), conversed about the importance of aesthetics in shopping place as it is appearing in the places where a person shops. Customer prefers spacious store than crowded market stalls and these stores have become objects of decorative arts. He has also mentioned that store interiors and exteriors develop feelings in shopper which have a positive effect on purchase. The same is supported to a greater extent in the study of Matineau (2011).

### Store Atmosphere and Impulse Buying

The study of Kwon and Armstrong (2002), in Sport Team Licensed Merchandised, revealed the fact that the increased number of Channels of Distribution, prominent
display of merchandise and distributed in a manner are the factors that encourage impulse buying. According to their review technological advancement, such as credit cards, increasing number of ATM’s, convenience stores, home shopping, internet shopping, and telemarketing increases the impulse purchasing (Rook, 1987).

Agee and Martin (2001) found that the occasional viewer of infomercials are indulge in making impulse purchase and more frequent viewers are more likely to make planned purchases. He also mentioned that the consumers with big kids never go for impulse purchase. Product type, display of payment information and ads, previous purchase from the infomercials, mail order catalog, payment mode, product comparison or offering in the infomercials.

The impulse buying behavior in shopping situations consider product characteristics and consumer characteristics including shopping enjoyment and identity with the product along with the situational factors including time and money availability.

Kim (2003) has proved that there is a pivotal relationship between college students’ impulse buying behaviors and visual merchandising. Kim Divided visual merchandising practices in store form/mannequin display and promotional signage. Zhou and Wong (2004) have described a unique aspect of the in-store shopping environment which exists in two faces. One face shows the promotional effect including promotional discounts and the other face reveals the atmospherics. Kelly, Smith and Hunt (2000) with 2172 shoppers, separated sale-price purchases and found that 13.5 per cent did not plan to purchase. 13.7 percent planned items on sale, 60.2 percent on regular price items, 12.6 percent showed incline towards both.

As per the research of Marttila and Wirtz (2006), with 138 shoppers in Singapore, indicated that perceived over stimulation affects impulse buying along with this Store employees (Kunkel and Berry 1968) and perceived crowding (other customer) has a vital impact on impulse purchase. He has also mentioned that the familiarity with the store had a positive impact on impulse buying. So, if the customer is a frequent buyer, he may be more prone to unplanned purchase. Middle aged generation is highly influenced by the store employees (Martin 1972).
Stafford and Greer (1965) have found that store staff play a very significant role in consumer satisfaction and also helps in building the store image. One of the major elements that a manager must consider is the degree of sales aggressiveness in the sales personnel. Some consumers prefer high degree (order getting type) and some prefer low aggressive (order taking type).

As reviewed by Schreiber (2002) in his article mentioned that an Impulse purchases is an unplanned action that results from a specific stimulus. He has also highlighted a statement in which he says that “if a business person sells only what people demands or want, they can’t earn much. By selling what is not needed or required is what results in making money.” Schreiber has discussed other tools apart from positioning which motivates impulse buying like Store atmosphere including aromas, store displays, store sound like music, announcements etc and lastly the pricing technique.

Bellenger, Robertson and Hrischman (1978) defined impulse purchase same way like Kelly, Smith and Hunt (2000) in terms of whether the purchasers decided to buy before or after going in the store. The importance is given to those who decide to purchase only after entering the store. In their study they said that it is impossible to name some product as impulse goods, reason being differences in individual purchaser’s motivation, prior information of product, eco-variables, monetary and time constraints pertaining to individual. The findings revealed the fact that 319 respondents out of 1600 purchased impulsively which varied by age especially in below 35 and above 65 years, purpose for being downtown, dollar amount of the purchase and merchandise line. Analyzed by merchandised line it also varied by age and race. In terms of being downtown respondents citing “shopping” as their motive tended to be more impulse-oriented, consumers making purchases in the $35 to $50 range made a larger percentage of impulse purchases. Impulse Purchase also varied considerably by merchandised line.

All of a sudden change in the expectation of the consumer may lead to impulse buy also. Positive changes like decrease in price or attractive discounts and offers may result into the impulse and unplanned purchase of the same brand and negative
changes like hike in price may result all reverse. Janakiraman (2006) et al. studied how the change in the price or quality has impact on total spending and as expected from the study the negative changes reduces the total spending and vice versa.

Hodge (2004) confirmed that the amount spent on the website on other purchases had a significant positive effect on the likelihood to purchase an “impulse” item along with this popup is more observed. Brick-and-mortar store use eye-catching displays and locate products at the checkout in order to encourage impulse buying. Providing reason for purchase or a cause related will increases the frequency of the impulse purchase. E.g. donations associated with purchase and also the ease involved in taking item home increases the impulse purchase. E.G. Chewing gum is more likely to be impulsively purchased as comparison to a big 50 kg showpiece.

Cigliano et al. (2000), mentioned that it shouldn’t be surprising, then, that few bricks-and-mortar retailer succeed with anything like a mass- rebate proposition. Changes in consumer behavior resulting such from rebate are moreover small to break even on the investment. Retailer can’t be more bountiful as they have limited margin to spend on such.

Deshpande and Krishnan (1980), have examined a relationship between impulse purchases and cost of item with sample of 3756. The study discarded connection impulse purchase and credit card possession usage as well as buyers income. When the income of the consumer is high they possess and use cards to buy higher cost items, but impulse purchase are associated with lower cost items. So, it is cost of item not Credit card possession which stimulate impulse purchase. In the study, there is no interaction between consumer income and cost of the item purchased. Authors in their concluding paragraphs mentioned that desire to purchase an item is also encouraged by discounts or heavy promotional displays. The market share of credit cards in consumer payment in the United States increased from 14.5 percent to 21.4 percent in 90’s. Between 1991 and 2000, consumer’s outstanding revolving credit (a category that includes installment loans as well as credit card debt) grew from $247 billion to $610.7 billion (Lee & Kwon, 2002).
Hiruma (2004) in one of his working paper mentioned that the impulse buying is the root cause of excessive use of credit card resulting into bankruptcy. He also mentioned consumers’ worry or fear of excessive credit use, which incorporates two factors of time pressure and cognitive dissonance. The consumers commit that using credit card is a matter of convenience as it avoids delays and don’t requires a search of ATM and purchase becomes more easy without even having enough cash in hand or even when running out of cash. It also reveals their own propensity to spend more than planned and it do generates the fear in the mind of the one who spends that he/ she may enter in the phase of impulse buying. It is not only Impulse Buying has generated the use of credit card but presence of credit card has also promoted the Impulse Buying (Forney and Park, 2004).

Chen (2008) mentioned in his study that in case of clothing still traditional retail outlets are considered as compared to online stores. But same is not in case of computer peripherals, higher impulsive buying tendency and higher product involvement are positively associated with higher impulse buying online, but not in-store shopping.

Tendai and Crispen (2009) used impulsive decision making theory along with consumer decision making model to authenticate the study. Out of nine factors that were studied only discount coupons and vouchers, store display, ads and promos, shop staff and price had a significant effect on impulse buying and factors like atmospheric, entertaining experiential and hedonic effects didn’t had any effect on impulse buying and the effect of income of consumer is also seen in the study. In contrast, consumers tend to consider shopping as a recreational activity, the attractive atmosphere, appropriate lighting, soothing music and aromas enhance mood and emotions, which affect impulsive behavior (Rounti, 2007)

As reviewed by Cigliano et al. (2000) seventy nine Percent shoppers of Casual Apparel who frequently reassess their choice of retailer. Cobb and Hoyer (1986) also found that impulsive buyer is same way conscious for quality as the planned buyer is.
So the promotional strategies should be highlighting the quality offered with the product to grab the concentration of shopper.

Rasheed et al. (2004) in his working paper mentioned the important aspect of Impulse Buying. One is the consumer shopping habits and factors that affect the choice of store. The study is conducted in Saudi Arab with a sample size of 900 respondents. In the first aspect the finding revealed that the low shoppers, moderate shoppers and the high shoppers out of 900 respondents were 22.6 percent, 40.9 percent and 36.6 percent respectively. It also released one interesting fact that who will decide that where the family should go for shopping and who will ultimately shop the product and also their loyalty towards the store as the shopping depends on the type of the product, day and timing on which the shopping has to be done. In the second aspect factors like good quality, low prices and wider selection of good affects the selection of store.

Iyer (1989) investigated the consequences of store environment knowledge and time pressure on Unplanned Purchasing Behavior. It was confirmed from the study that the in-store cues mediate this relationship by triggering need recognition. The study also revealed an interesting fact that the unplanned purchases were over and above routine purchases, which were fulfilled invariably. The same is supported by the study of Darden and Schwinghammer (1985).

Azevedo et al. (2008) stated that window display was found to be most common way to search for the apparel (intimate and casual wears) and in case of advertisements like posters on subway and magazine were also working for the information search. The consumers mainly gave importance to fitness and comfort level in case of the purchase, and this was very strongly supported by Azevedo et al. (2008). Here store environment played an important role as the study focused on inner wear. Both fashion conscious and non fashion conscious consumers had same aesthetics for purchasing inner wear.
3.1.3 Product Assortment

Gopalakrishna et al (2010) have mentioned in their studies that majority of the shoppers like to go to booths with greater product breadth and such booths gets more larger footfalls. Therefore, it suggest the store organizer to take good care of booth designing, as booth design make difference in an exhibitor’s ability to attract specific segments of trade show attendees.

Product Assortment and Impulse Buying

As it has already been discussed in the above chapter Tafesse and Korneliussen (2012) confirmed that in trade fairs/show product assortment, along with other variables led to more purchase incidences same is supported by (Louviere and Gaeth 1987, Abrams, 1996, Park and Kim 2008, Rasheed et.al, 2004).

Tigert and Amold (1981), studied 14 different retail food stores and confirmed various aspects of product assortment and store image. Two questions were asked to respondents. In first one they were asked for most important reason for shopping at the store. In second question they were asked for next reason in the list. The reasons that were mentioned by the respondents included location convenience as the top most reason, low prices as the next, assortment/variety, good staff, quality, fast service, cleanliness, and shopping environment but the factor of convenience is not supported in many the reviewed research but factors like variety, quality, layout and parking facilities were key determinants. Shoppers perception of these characteristics is often called a Store’s Image (Doyle and Fenwick, 1975). So Store Image has some impact on Consumer’s Store Choice and Shopping Behavior (Jantan and Kamaruddin, 1999).

Kunkel and Berry (1968) has presented a behavioral model of man and its implications by studying different stores. He has mentioned in the same paper the images of each of the stores held by instate, female, charge-account customers were found to be quite different. The quality of merchandise, good prices, quality, assortment of merchandise, sales personnel, image of quality, prestige, limited assortment, relatively good atmosphere, convenient location were the various factors which were. It was
concluded from the study that different store emphasized on different factors some scored good in sales personnel, some in convenient location and some in quality of assortment

The study of Park and Kim (2008) explored about apparel buying that impulse buying behavior for apparel might be viewed as reasonable unplanned behavior related to information processing in the retail setting. Retailers should monitor impulse purchasing of apparel products and more emphasis should be paid on in-store promotion to stress merchandise lines that generate a higher percentage of impulse purchasing, they can also stimulate sales by determining special displays, point of purchase sales etc. along with this they must provide the correct merchandise mix and appropriate pricing all these efforts will definitely lead to increase the market share. Belk (1975), included in the taxonomies of situational characteristics the visible configurations of merchandise.

Bellenger, Robertson and Hrischman (1978) revealed the fact that 319 purchases out of 1600 were impulse, which varied by age, purpose for being downtown, dollar amount of the purchase and merchandise line. In the concluding paragraphs they mentioned that Impulse Purchases also varied considerably by merchandised line.

Arnold et al. (1983) has studied determinants of retail patronage and compared in a series of analyses of covariance of multinomial logit parameters. Samples were drawn from six North American and European markets for seven-year period which revealed insignificant seasonal changes in single market and significant changes in a single market over the seven years along with significant differences between markets and across cultures. Differences in the relative rankings of determinants suggested that markets are exaggerated by differences in market structure, competitive strategies, and also by the state of consumer preferences. Most important is the finding that location convenience and low prices are the top-ranked determinant attributes across most markets and cultures.

Koski (2004) explained several factors encouraging and discouraging impulse buying on Internet. Anonymity, easy access, greater product assortment, promotion mix,
along with credit cards were found to be encouraging factors impulse buying on the Internet. Mesiranta (2009) studied the consumer experiences of impulse buying in online shopping, the research focused on identifying the key element and types of online impulse buying. The results generated four elements i.e. shopping environment (Convenience, Delayed Gratification and product variety), web store (product presentation, return policies and trustworthiness), product (price and risk) and consumers (interest, loyalty and mood) related to impulsive buying. The research also found three types of online Shopping –Order increase (multiple, complementary and additional purchasing), web browsing (past time and promotional purchasing) and out of context purchasing (trial and social purchasing).And the two major indicators of Impulse buying online were Promotion and ideas (Dawson and Kim, 2009).

Azevedo et al. (2008) using snowball sampling method also stated that men and women mostly prefer clothing that may highlight their physical attributes. Females give significance to pleasure and relieve first and then to its function, while men prefer relieve, pleasure and then quality. Women buy impulsively while men buys based on only necessities and also according to store ambiance. But factors like prices, quality and variety are demanded by both but in different intensity.

According to the study of Simonson (1999) product assortment is most important for retail outlets and it can be seen that now location is becoming an invisible limitation with an increase in the internet or online store shopping tendencies and its share. Product assortment also influences buyer wants and preferences when used with promotion mix. Koelemeijer (1999) has done a research on florist store and confirmed that in-store purchase decisions are affected by the size and composition of the assortment, as well as by the presence of a competing store and ambience do not play a great role in this and same is supported by Amine and Cadenat (2003), Matyas (2007), whereas Rajagopal (2009) has mentioned that Ambience, economic gains and sales promotion schemes are important factors to attract and increase footfall along with assortment. Desmeules (2002) has given assortment a new name i.e. ‘freedom of choice’. ‘Freedom of Choice alone is not sufficient to make a customer happy; the marketers are required to present correct advertisement so that customer is not
mistaken about the offerings. He also suggested that tailored product can also help the customer to enjoy shopping and to put more efforts for increasing their happiness the sales representative should be trained.

Khare and Rakesh (2010), have presented assortment in a new manner, they have not discussed about the product assortment but assortment of various factors like entertainment facilities, services, ambience and mall management which is responsible for traffic. This study was conducted in NCR in India with 224 retailers present in malls. On the contrary there are studies that have proved that assortment is not always positive, sometimes it results as not expected (Gourville and Soman, 2005)

3.1.4 Individual Personality Traits

Verplanken and Herabadi (2001) explained by developing a scale to measure the general impulse buying tendency that it is strongly entrenched in personality alleged “individual scoring low on conscientiousness, autonomy, personal need for structure, and need to evaluate carry high impulse buying tendencies.” However the same person should score high on extraversion and action orientation. Similarly, Taute and Mcquitty (2004) have done their research in the field of impulsive pro-social behavior i.e. donations and giving that may result into two consequences: one is warm glow of giving and second one is guilt arises from giving. The results suggest that social and personal norms are important antecedents of impulsive pro-social behaviors, which produce both a warm glow of giving and guilt. But the present research has focused more on personal norms as it is included as one of the independent variable i.e. individual personality traits. Thus we can highlight a statement from the study that the impulsive action can results in guilt also.

Individual Personality Trait and Impulse Buying

Rook and Gardner (1993) reported relationships between impulsive buying and positive as well as negative mood states, the same is supported by the study of Gardner and Rook (1988). Coley (2002) declared that when a consumer is taking
decision he is supported by emotions and logics generated by some motivation. By surveying 277 students of the University of Georgia he has compared gender differences where females are found to be more affected by emotions and logics in categories of shirts/sweaters, pants/skirts, coats, underwear/lingerie, accessories, shoes.

**Affective and cognitive processes involved in impulse buying and its Components**

Coley (2002), have reviewed in his study the two psychological processes

“Affective process related to emotions, these can also be named as internal cues of impulse buying.”

“Cognitive process refers to the psychological constitution present in thinking, progression.”

As reviewed by Verplanken et al. (2005) work of Herabadi et al (2004) there is a difference between impulsive buyers and non-impulsive buyers, as above mentioned process i.e. affective and cognitive. Impulsive buyers are affected by emotions whereas non impulsive buyers are buying on the basis of utilitarian considerations where there is no influence of emotions.

**Affective Process Component**

1. “Irresistible Urge to Buy”: It is desperation for making a purchase

2. “Positive Buying Emotion”: it means positivity present in the mindset generated from the stimuli provided by impulse purchases and consumer desires this pleasure repeatedly and therefore keeps himself engaged in impulse buying.

3. Mood Management: Impulse buying is in part motivated by the consumer’s desire to change or manage their feelings or moods.

**Cognitive Process Components**

2. Unplanned Buying: purchase without prior intention to buy.
3. Disregard for the Future: future is not considered while selecting an alternate.

Buendicho (2003) has focused on relationship between socioeconomic factors such as gender, wealth, age, residence. The gender seems to have an impact upon what is purchased and clothing is the main item purchased by gender, cosmetics and house wares by females and electronics by males is preferred. Age and annual income of the impulse and non impulse buyers seemed promising.

Troisi et. al (2006) established a positive relationships between materialism i.e. covetousness and money spending attitudes on impulse buying tendencies, attitudes toward debt along with sensation seeking and openness to experience using demographics such as participant Age, education level and socioeconomic Status. The research mentioned an interesting fact that people with less greed and more money in hand are more looking forward for innovative buying.

Findings of Byrnes and Mujtaba (2008) studied customer satisfaction levels and loyalty in relation to channel used for purchasing. The study discarded the illusion that buyers are more loyal in case of direct channel and confirmed that the customer satisfaction levels and loyalty are actually higher in the indirect channel.

Tirmizi, Rehman, and Saif, (2009) investigated in Rawalpindi and Islamabad with 165 shoppers that there is an overall weak association of shopping lifestyle of consumers, fashion involvement of consumers, and post-decision stage of consumer purchase behavior with impulse buying (attitudinal and behavioral aspects). But, the in-depth analysis found that pre-decision stage of consumer purchase behavior is the only variable that resulted into strong association with the impulse buying behavior. They also added that only age not the income which has a significant effect on Impulse Buying and also supported the findings of Deshpande and Krishnan (1980) which says there is no association of impulse buying with higher income group. Wood (2005) mentioned the disjunction between Consumer behavior conversation about 'impulse buying' and the reality of shopper behavior.
Kollat and Willett (1967) report a major investigation of impulse in the buying behavior of foods and attempts to identify the degree of such behavior. They have mentioned the economic, demographic, personality, and food shopping behavior factors that are related to impulse purchasing. They have also mentioned that over 50 percent of the supermarket items were impulsively purchased. Thus the in-store marketing communication i.e. package, price, coupons, display and salespersons are essentials. Supporting the study, Bellenger et al. (1978) mentioned twenty seven to sixty two percent of all department store purchases are of impulse purchases categories. It is not only the supermarkets or the hypermarkets where shoppers are undergoing impulse buying; it can be any Flea market. Flea market can be defined as the street market selling second hand goods or some defected goods at a very low cost (Ostler, 1998). Sherry (1990) has presented an ethnographic case study on institutional complexity and socio-cultural significance of a ‘Midwestern American flea market’. He established a relationship of major and minor economic activity along with buyer and seller behavior. He has also included marketplace ambience, the social embeddedness of consumption, and experiential aspects of consumption.

Sometimes asking or directing the respondents to list the purchase intentions might affect the shopping behavior (Pollay 1968). Since long researcher are talking about the product which is not planned but purchased is important but equally important is what is planned but not purchased (Iyer and Ahlawat, 1968), their study explored two mediators i.e. Time pressure(lack of time) and prior knowledge of the store layout(could not locate the product) on shortfall. He has also mentioned in his concluding notes that a very small percentage of people responded to it as a consequence of memory fall and unavailability of the product in the store.

Dittmar, Beattie and Friese (1995) have presented a “model of impulse buying, based on a social constructionist theory”, where he connected impulse buying with personality and gender. Leisure equipments are in the shopping cart of males and representing and self-expressive products are in the shopping cart of the females.
The findings of Rounti (2007) have disclosed another fact that young adults are more attracted by material goods. Moreover, men are looking for self image at the time of buying specially in case of apparels and females are just impulsive buyers.

Rook and Fisher (1995) have conducted two different studies. Study one is “Normative Moderators of buying impulsive” and the Second one is “Trait Behavior Relationship in a Retail Setting.” The overall result supports the view that consumers with positive normative evaluations are more likely to act in a way that is consistent with the degree to which they possess the buying impulsiveness trait and vice versa but consumer avoids impulsive buying socially.

Youn and Faber (2000) established a positive relationship between impulse buying tendencies and three general personality traits i.e. “lack of control, stress reaction, and absorption. He concluded that the three general personality factors, lack of control, stress reaction, and absorption, were found related to impulse buying tendencies. The ‘lack of control’ is when a consumer is unable to manage his desperations and finally leading to impulsivity. ‘Stress reaction’ says impulsive buying occurs to manage the mood and absorption i.e. assimilation. He also studied the cue that triggers impulse buying in two dimensions. Dimension one reflected environmental and sensory factors and dimension second reflected respondents feeling state.

It would be helpful for the further study to understand the three personality factors explained by Youn and Faber in detail. He explained i) Lack of Control: It can also be idiom as impulsivity; control is defined as the qualities of individual’s controlling aptitude towards impulse. So lack of control or impulsivity would therefore seem to be a potential contributor to impulse buying behaviors; ii) Stress Reaction: how does one respond to negative emotional states. People with high stress-reaction feel sad without any reason. So they may take any activity that will provide them with relaxation like shopping. Therefore they may engage in impulse buying behavior; iii) Absorption. Absorption is something which a person is self-involved in his experiences supported by external and imaginable stimuli. In individual where degree of absorption is high are more involved in strange and original thinking.
Levy (1976) did not find any significant differences between lower and middle class towards delayed rewards but the actual choices were made with the specific rewards. The study also revealed the fact that the racial categories were not significantly related to the dependent variables used in the study. The differences found between social classes and between black and white are also consistent with the hypothesis.

Kollat and Willett (1967) used several variable in his study including variables not associated with unplanned purchase and do not affect it (Economic and Demographic, Personality, General Food Shopping Behavior Variables); Variables that are related to but do not affect unplanned purchase (Demographic and General Food Shopping behavior Variable); Variables that are related to and affect unplanned purchase (Transaction Size, Transaction Structure, Characteristics of the one shopping). In the second phase he has also explained the effect of various factors on unplanned purchase like Pre-shopping need and experience, Transaction Size, Shopping Trip, Frequency of Purchase, Shopping List and Years married. He has described the above mentioned factors in the following way:

- Pre-shopping need and experience: Of the unplanned purchase 97 percent involved products purchased before out of which 64 percent were out-of-stock same brand purchase, 6 percent were out-of-stock different brand purchases, 23 percent were inventory-addition same brand purchases and 4 percent were inventory–addition different brand purchases. 86 percent of the unplanned purchases represent situations in which both product and brand have been purchased. Slightly over 10 percent represents a situation in which the product but not the brand has been purchased.

- Transaction Size: as the purchase amount increases there are more chances of impulsive buying.

- Shopping Trip: During fill-in trips the shopper’s needs are more clearly identified so that person is more susceptible to in store suggestion. During major trips the shopper is more receptive to in store.
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- Frequency of Purchase: Product with high purchase frequencies usually receive less promotional emphasis that other products and customer may be less susceptible to in store promotions for products with high purchase frequencies.

- Shopping List: it influences only when more than 15 products are purchased.

- Years married: As years married both the quantity and variety needed increases as one reason can be number of kids and changing life style.

The research of Rook (1987) studied individual incident where he identified how impulsive buying arrives and how one manages with it after understanding its pros and cons. The study has also disclosed its one of the limitation i.e. the respondents, when asked to remember any impulse buying done by them then they only remember more expensive and involving purchases. Some respondents are even unable and unwilling to recall such purchases. Here it was very important to note that impulsivity is carrying different intensity as one’s ability to control also varies. It is useful to think of consumer impulsivity as a lifestyle trait. Rook mentioned one important statement in his concluding remarks that impulse buying is extremely sensitive and is connected with emotions.

Peck and Childers (2006), has studied a unique dimension of Impulse Buying that is ‘Need For Touch (NFT) ’. The study confirmed that individuals with high ‘auto telic’ NFT found to be more impulsively and vice versa. The findings of Jalees (2010) confirmed that individualism and collectivism the two determinants of culture collectively have a moderate relationship with impulsive buying behavior. Wherein “collectivism” has a stronger relationship with the impulsive buying behavior as compared to “individualism” and impulsiveness is present more in positive mindset and proximity. Males and younger age group scored higher in case of impulsivity.

Puri (1996), proposed a 2- factor cognitive framework and with the help of that framework he explained consumer impulsiveness. She has applied the same to find out when and how different application will work to control consumer impulsiveness. She conducted three different experiments. The three experiments control the situational
salience of the benefits versus cost of impulsiveness. The findings of Experiment first revealed a fact that when the benefits of impulsiveness were the pleasure of yielding to temptation, hedonic individual responded to appeals that reduced this desire. The findings of Experiment Second revealed a fact that when the cost of impulsive behavior were familiar but only probable, hedonics responded to appeals high lighting these costs and when the cost of impulsiveness were novel and unpredictable, appeals highlighting them worked well for prudent individuals. The findings of the Experiment third revealed a fact that hedonics and prudent were equally susceptible to argument justifying impulsive behavior.

Baumeister (2002) has explained through his study that an individual keeps on changing his own decisions and it is a natural human tendency. He has also mentioned that self-control represents the capacity to resist temptations. And impulse purchases are later on regretted, these kinds of purchased may give high profits to manufacturers and retailers, but are not fruitful for the consumers. If a consumer possess self-control including clarity in his thoughts, more observing and a strong determination for making evaluative decisions such impulsive buying can be reduced.

Consumers’ willingness to take risk is linked with personality traits like consumers’ innovativeness (Mukherjee and Nath, 2003) and hence the personality of a consumer also evaluates the product and brand accordingly. Landon (1974) has mentioned in his study that the buyer selects or tends to select a product that goes with his/ her personality and also carries a perception in his mind that the product is somewhere reflecting his image.

Westbrook and Black (1985) has personally interviewed 203 adult female shoppers in Tucson and confirmed seven major dimensions of shopping motivation through his study i.e. utility, buying role, discounts, assortment, reference group, position in market and stimuli. The study contributed in two folds in first the study represents the first systematic effort to isolate the various motivational dimensions underlying consumer shopping activity. Second major contribution of the study is the definition of the typology of department store shopping based upon observed differences in
shopping motivations. The study also confirmed the existence of apathetic shoppers. The importance of reference group is also studied by Luo (2005) in his research. He stated that there is impact on impulse purchase when a person is shopping with others i.e. the reference group but not with family members.

Mowen (2000) conducted a study in which they revealed a positive relationship between materialism and impulse buying tendencies. In his study the word materialism is defined as “need for material resources”. Park and Kim (2008) have studied Consumer Tendency in parts in apparel buying, one is Hedonic Consumption Tendency and second one is Impulse Buying Tendency. They defined Hedonic consumption tendency as a behavioral tendency that relates to multi-sensory, fantasy, and emotional aspects of consumption, which is driven by hedonic benefits, such as fun in using the product and aesthetic appeal. Impulse buying tendency refers to the degree to which a consumer is likely to have a sudden urge to make an unintended purchase of a specific item while shopping. He has also mentioned one very important fact that Consumers' emotions or affective states are regarded as potent internal triggers for impulse buying same is supported by the findings of Hausman (2000) who disclosed that especially, positive emotion was identified as an antecedent that strongly influences a number of actions including impulse buying in decision making.

Mulyanegara (2009) et al. explained how consumer matches his/her own personality with that of a brands which he/she may buy in fashion context and confirmed using dimensions of Big Five construct that conscientious consumers go ‘Trusted’ brands and Extrovert consumers prefer ‘Sociable’ brands. As far as gender is concerned, male and female consumers differ, when it comes to brand personality. Male scoring high on Neuroticism dimension and females scoring high Conscientiousness dimensions prefer ‘Trusted’ brand. In Contrast the findings of Potter (1984) have mentioned that it is not very clear that there exist a relationship between the extraversion and introversion dimension of personality and the shopping behavior and spatial cognitions of the respondents. The result stated that the spatial information and usage levels are marginally higher for introverts than for extroverts, these differences were
of the smallest possible magnitude. Same results are supported by Mowen and Spears (1999).

Guido (2007) et al. described very intelligently that OSL (Optimal stimulation level) and reusability are two positively correlated and also with hedonic shopping value and big five personality traits and the hedonic shopping value is linked to these structural traits of consumers’ personality. This means that shoppers with a higher OSL should be reached by a greater amount of external stimuli, in order to allow them to feel comfortable and shoppers with higher reusability level should be intensively stimulated by marketers, in order to rapidly increase their excitement and keep it high for a long time. The study also concentrated on 11 motivational factors inducing individual to shop which were successfully correlated to the Big Five Factors of human personality and with meta-dimensions of shopping outcomes (i.e. hedonic and utilitarian). There also exist a positive relationship between recreational shopping and individual OSL and between impulsive buying and individual degree of arousal and recreational and impulsive are related to the hedonic meta-dimension of shopping. A positive correlation between Agreeableness with Openness to Experience, and the hedonic meta-dimension was found. The results showed that paratelic individuals (i.e. those who are interested in the shopping activity itself) have higher OSL and reusability than telic individuals, these individuals are the one who are interested in shopping outcomes and more involved in the purchase of specific products).

3.1.5 Recreational Shopping Tendencies

Yukic (1970), says that ‘Recreation’ is something that one person takes during his spare hours after his normal routine work or job, to meet a personal want or desire. Recreational activities are undertaken for their own satisfaction and recreation is also stress buster within an individual human being generates a sense of relaxation, victory, accomplishment and pleasure supported by (Gray and Pelegrino, 1973). Therefore it is more an emotional condition.
Madhavaram and Laverie (2004), Evaluated online impulse buying behavior with a sample of 263, he studied both shoppers one who just wanted to collect information and other who actually shopped but for the sake of entertainment. Twenty Two Percent of the shoppers purchased impulsively through internet. It is clearly mentioned in the study that by introducing the concepts of “exposure to stimuli other than product”, and “change of purchaser’s intention” helps in impulse buying on the Internet.

Gardner and Rook (1988) with 150 respondents, using quota sampling method, explored the relationship between consumers' impulse buying behavior and the internal affective states that follow their impulse purchases. The results examined how impulse buying is related to specific post- purchase affective states are reported and also the effects of impulse buying on feeling state valence and intensity. The result of the study suggested that mood factor play an extensive and complex role in consumers' impulse buying behavior or in other words they evaluated the strong relationship between mood factors and consumers’ impulse buying behavior but extreme mood swings can be exceptional. The study also explained the role of cultural factors in impulse purchases. Person as a believer of spontaneity and self-indulgence feels better after spending. Materialistic and Narcissistic thoughts may be associated with post purchase moods involving high arousal (e.g., excitement), and situational thoughts may be associated with post-purchase moods involving relatively low arousal (e.g., pleasure). But Shapiro (1973) observed that there exist no group of items to be named impulse items as there is always a difference in their purchase reason and consumer who purchase.

The Impulse Buying has affected and to some extent disturbs the entire factor related to human mindset. It is not only in case of apparel or cosmetics but also several other areas even like eating. Verplanken et al. (2005) have confirmed in their study using structural equation model, that there exist a relationship between an “impulsive consumer style and unhealthy eating”. They established strong correlations between low self-esteem, dispositional negative effect, impulse buying tendency, snacking habit, and eating disturbance propensity.
Recreational Shopping Tendencies and Impulse Buying

In one of the article of Credit Counseling Society (2011) they have mentioned the reasons why a person spend impulsively, in which they included good mood, feeling down, buying for family or friends, buy things for your collections, you feel that you just deserve something new etc.

The impulse buying behavior in shopping situations consider Product characteristics and Consumer Characteristics including Shopping enjoyment and identity with the product along with the situational factors including time and money availability.

A consumer while taking a decision is concerned for various factors like quality, Brand, Novelty-fashion, Recreational, Price, Impulsiveness, and Confusion over different choices brand loyal (Sproles, 1985). Some consumers pay lot of attention towards these factors. All the above mentioned factors affects differently to different people. Some are impulsive because the price is very low and vice versa some consumers associates high price, high quality, big brand with their own prestige. These consumers are called Prestige Seeking Consumers.

Vigneron and Johnson (1999) have developed a conceptual framework on PSCB i.e. Prestige seeking Consumer Behavior. In his study he has also differentiated between prestige brands and non-prestige brands. Prestige-seeking behavior is buyer is conscientious about his image. He has high involvement and consideration for his decision making as these products are not purchased very frequently, after lot of evaluation and strongly relates to one’s beliefs. In their study they have mentioned of Value of Prestige and combined it with five relevant motivations.

The Study of Babin et al. (1994) have described separate hedonic and utilitarian shopping dimensions. The previous one contains pure enjoyment and pleasure. In comparison, utilitarian shopping value includes expressions of accomplishment and/or dissatisfaction over the ability (inability) to complete the shopping task.

Wakefield and Baker (1998) conducted a study on two stimulus factors one is mall environment and tenant variety and another is organism factor i.e. involvement with
shopping influence excitement in a mall setting. He mentioned that females are significantly involved in the shopping so mall management must try putting an effort to attract males by including items like hardware, automotive, sporting goods etc. Mall environment has its impact on the customer desire to stay for long in the mall and also generates excitement. The environment includes design, presentation, music played, color combination used. Various amenities present line food court, cinemas etc has the strongest influence on excitement and motivates consumer to spend time at the mall. At present every mall, for instance ‘Treasure Island’ mall, visited during the research phases, has all popular brands like Mc Donalds, PVR, 3D movies, play zone, Beauty salons and even conducts various events like Fashion shows for the sake of entertainment and to have more footfalls.

However, Holbrook and Hrischman (1982) has taken care of previously neglected issues like products esthetics, fun related to product, product communication, time management, happiness, product’s image and perception. Study of Baker et al. (1992) has mentioned the effect of the two retail atmospheric factors i.e. 1) Ambient Cues including lighting and music and 2) Social Cues including numbers and friendliness of employees on respondent’s pleasure, arousal, and willingness to buy. The result indicated that Ambient Cues influence respondent’s happiness and other influence encouragement in the store environment where pleasure and arousal both have positive relationship with respondents’ willingness to buy and both may mediate the effect of store environment on respondents’ willingness to buy.

Ibrahim and Wee (2002) has identified from his research travelling factors contributing to Entertainment in Shopping. Research confirmed that retailer and customer factor do affect entertainment in shopping but amazingly an interesting factor i.e. transport method and factor also plays a crucial role in increasing or decreasing entertainment related with shopping. For instance, out of two malls the one which has least trouble in reaching like less traffic congestion, less distance to travel, easy modes available to reach and that too safe will be preferred by a shopper. So the study enhanced the need for retailers to rethink about the location of the store or about the connectivity of the store.
3.1.6 Gender-Age - Income and Impulse Buying

From decades gender and gender’s characteristics were known to be the same. For instance a female would be more feminine and every female will be reflecting same traits and same is the case with one and all male. But many researchers recognized that in current scenario it do not happen the way it was happening years back some males have more female traits and some females have more traits of male. For instance, some male are taking interest in home appliances and cosmetics whereas female searching for automobiles and sports items etc contradicting many famous researchers. Also the study of Ko (1995), found the influencing the purchasing behavior of working females, he also mentioned that the females with high income can go with their reference group when they go for apparel purchasing.

Martin (1972) has mentioned in his working paper that the young generation i.e. below 18 differs in their purchase decisions when compared to middle aged generation. Even though both the generation showed a high fashion awareness but middle aged generation gave more importance to in store content, store employees and were more influenced by newspaper information as compared to teenagers. As far as shopping companion is concerned the teenagers are more influenced by this factor. The study revealed one important fact that teen age buyers are more inclined towards impulse buying that too in cash instead of some charged accounts.

Tannen (1995) explored “women are found to be normally more concerned with others and behave in an introvert manner, while men are self-assured and exhibits their qualities frankly” and thus confirming different gender expressing their feelings in different manners. Gender responsibility is shifting swiftly in India, Male is inclined towards certain purchases which traditionally had remained the interest area only for females and same is happening with modern females of India. Now it is a challenge for retailer to design their strategies in such a way that both male and female are targeted equally for every upcoming product or any item which comes in their contact.

Gąsiorowska (2010) studied with a sample of 180 respondents (86 men and 94 Women) averagely aged 31.57 years. The females in the group related impulse buying
to ‘need for sensation’ and males related it to formal features of behavior. Thus it is clear from the results that females are very conscientious while shopping items impulsively. One more explanation can be considered that women enjoying shopping more and do it more often than men. But both male and females go shopping for different reasons. Female consider shopping as a cultural and social activity.

Cox and Dittmar (1995) studied gender difference in purchasing of clothes with 120 students in Britain and examined the value of a clothing item for each one of them. The study included what a person feels about the function of this item and how mood is related to this. The study says clothes are the item which one considers as more related with personality and image. Further, males’ selects clothes considering their personality and utility whereas females were found to select clothes based on social, financial and personal interrelatedness. In this ads related to apparels do influence both to greater extent.

The study of Kruger and Byker (2009) compared men and women, where women relied more on object oriented navigation strategies and scored higher on various skills and behaviors associated with gathering and the tendency to see new locations as opportunities and men associated with follow up. Mai et.al (2003) has studied 358 consumers from Vietnam. The study was done on items like cultural orientations, Geographic and Demographic (gender, age and income) characteristics, product type. The findings revealed the fact that in cultural orientation, individualism was positively related to impulse buying whereas collectivism found to be negatively related to impulse buying. In Demographics, Gender was found very significant and males were shopping more impulsively than females. Age didn’t found to be very significant and Income especially in higher group affected the impulse buying. The products for the personal use like clothes were bought more impulsively.

Gravely (1999) studied shopping attributes of Black and White Males and confirmed that the race has significant affect on the buying behavior in case of apparel sector. Here other dimensions like involvement in the item, media’s role, reference group, self-respect, society where he lives in were declared to be insignificant. The study of
Yip et al. (2011) studied the consumers into two parts one is fashion conscious and non fashion conscious. The consumers studied were only females and they concentrated more on functional aspect that the fashion aspect.

Tifferet et al. (2012) has mentioned in their study that females have high brand commitment and loyalty as compared to males triggered by sensual cue. So to encash this commitment of female buyer retailer must be engaged in heavy promotion of such items brand for them as well as those products which tend to appeal to women. He has also mentioned a very realistic example that staff present can induce the trial of product which may convert into a sale afterwards. Along with the backdrops, in- store promotion like announcements and pop displays can help the retailer in enhancing its sales especially in female department.

3.2 Objectives of the study

3.2.1 Main objective

To study Impulse Buying and its relationship with its antecedents via Store Atmosphere, Product Assortment, Individual Personality Traits and Recreational Shopping Tendencies with special reference to Trade Fairs.

3.2.2 Other objectives

1. To design, develop and standardize measures for evaluating Store Atmosphere, Product Assortment, Individual Personality Trait, Recreational Shopping Tendencies and Impulse Buying in Trade Fairs.

2. To find out the underlying factors of Store Atmosphere, Product Assortment, Individual Personality Trait, Recreational Shopping Tendencies and Impulse Buying
3. To establish cause and effect relationship between Store Atmosphere, Product Assortment, Individual Personality Trait, Recreational Shopping Tendencies as independent variables and Impulse Buying as dependent variable.

4. To test the model (Figure 6) using AMOS and SEM.

5. To open new avenues of future research.

6. To open new avenues of future research.

**Figure 6. Model Used in the Current Study**

3.3 Hypothesis of the Study

**Ho1.** There is no effect of Store Atmosphere on Impulse Buying

**Ho2.** There is no effect of Product Assortment on Impulse Buying

**Ho3.** There is no effect of Individual Personality Trait on Impulse Buying

**Ho4.** There is no effect of Recreational Shopping Tendencies on Impulse Buying.

**Ho5.** There is no effect of Gender on Store Atmosphere.

**Ho6.** There is no effect of Gender on Product Assortment

**Ho7.** There is no effect of Gender on Individual Personality Trait.
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Ho8. There is no effect of Gender on Recreational Shopping Tendencies.

Ho9. There is no effect of Gender on Impulse Buying.

Ho10. There is no effect of Age on Store Atmosphere.

Ho11. There is no effect of Age on Product Assortment

Ho12. There is no effect of Age on Individual Personality Trait.

Ho13. There is no effect of Age on Recreational Shopping Tendencies.

Ho14. There is no effect of Age on Impulse Buying.

Ho15. There is no effect of Income on Store Atmosphere.

Ho16. There is no effect of Income on Product Assortment

Ho17. There is no effect of Income on Individual Personality Trait.

Ho18. There is no effect of Income on Recreational Shopping Tendencies.

Ho19. There is no effect of Income on Impulse Buying.

3.4 Rationale of the Study

As already mentioned in the review above, Impulse Buying is defined by many researchers and authors as a sudden purchase decision influenced by various stimuli. The term impulse buying is used and practiced in present scenario very commonly. The result of such spur-of-the-moment behavior is that the major purchases have started converting from planned to impulse. The entire product or service category are affected by this behavior but undoubtedly it exist greater in certain specific products such as readymade garments, cosmetics, FMCG, Handicrafts and also at certain specific places like Malls, exhibitions and Trade Shows. Therefore, respective industries are concerned to identifying reasons for such behavior. This behavior is not
restricted to any specific type of market; it can take place anywhere and at even places like Airport and with people on tour or tourists (Crawford and Melewar, 2003).

The purpose of this research work is to illustrate the dynamics which persuade customers’ Impulse Buying Behavior in Trade Fairs/Shows. Intensive Reviews have shown that Impulse Buying is influenced by four very significant variables at Trade Fair/Show i.e. Store Atmosphere, Product Assortment, individual personality traits and recreational shopping tendencies, which will assist Trade Fairs Organizers and Participating Stores of various products and services to plan and execute marketing strategies that would for sure increase the impulse buying as well as their profit margins.

The main purpose of this research is making aware the management about the influence of the four very important variables on Impulse Buying in Trade fairs. It is not only the gender but also age and income that affect the buying behavior and decisions. Various studies have observed the effect of Store Atmosphere, Product Assortment, Individual Personality Traits and Recreational Shopping Tendencies on Impulse Buying and they are also very significant and dominant antecedents of Impulse Buying. In today’s scenario there is a need to understand the complexities of these factors. This study attempts to presents an empirical study which will evaluate the effect of Store Atmosphere, Product Assortment, Individual Personality Traits and Recreational Shopping Tendencies on Impulse Buying.

The Consumer Buying Behavior when studied for a country is a phenomenon which doesn’t have any end in its explanations and definitions. It is difficult to understand and control such versatile behavior of an individual. This act of Consumer has proved Traditional Retailing concepts weak and almost like they have lost all colors. Sometimes the consumer him/her self is in dilemma about what they want, what will match to their need, what would be the result of purchase depending on their moods (Cox, 1967) and emotions (Belk 1975)

Along with this change, Growth and Development of numerous retail brands and stores have experienced a hard-hitting competition level in last few decades. The
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Technological advancements, transformed life style, raised level of stress have resulted in modifying shopping as a tool of entertainment. Retailers/Trade Fair Organizers have realized the importance of Impulse Buying behavior and retailers efforts plays a crucial role in influencing the decisions of the consumer. Varieties of Psychological, Demographic, Socioeconomic, Technological variables have been studied in relationship with Impulse Buying. Retailers should pay attention towards merchandising, intelligent and more comfortable store design and layout, and also other promotional practices, like attractive product displays, eye catching packaging, and signage (Abrams, 1996).

Besides this most of the earlier researches were conducted in other countries and as far as Trade Fairs are concerned not much work has been done to find out the factors affecting Impulse Buying in countries like India. Therefore this research gap has generated the necessity to conduct this research in Indian context so as to provide ‘Trade Fairs Organizer and Participating Stores of various products and services’ and their companies a better insight about customer’s experiences, expectations, and perceptions before, while and after purchasing the product. Even the changing attitudes, styles, perception and requirement of Indian customers bring in a need to conduct such research accommodating these changed values. In addition, the latest development in the field of research due to evolvement of new tools and techniques and the use of software in analyzing data makes this research more systematic and scientific in approach and elaborate and accurate in results.