

## Chapter 4. Research Methodology

**4.1 The Study-** The study was causal in nature with survey method used for data collection wherein the effect of Store-Atmosphere, Product Assortment, Individual Personality Trait and Recreational Shopping Tendencies as Independent variable was checked on Impulse buying as dependent variable as well as the effect of demographic was evaluate on all these variables.

**4.2 Research Design-** The study was in 2\*3\*3 factorial design and can be seen in the Figure 7. But the responses received as per the Table 2 of descriptive statistics.

### 4.3 Sampling Design

**4.3.1 Population-** The population for the study included buyers visiting to the famed Trade Fairs organized across India.

**4.3.2 The Sampling Frame-** The study was conducted on the individual buyers visiting various stores in Trade Fairs in India. Both, buyers in Trade Fairs and outside Trade Fairs that means those who are found in the Trade Fairs and those who have recently visited any Trade Fair included in the sample frame for the study. Therefore, the sample frame for the study was the buyers going to various stores in Trade Fairs during the data collection phase of study. Questionnaire was also made available at the social networking sites like 'facebook' ([https://docs.google.com/forms/d/1ZKJjKokVDM3vBRlt6ws4CawOT1oFLSIkMOGei2i\\_b7Q/viewform](https://docs.google.com/forms/d/1ZKJjKokVDM3vBRlt6ws4CawOT1oFLSIkMOGei2i_b7Q/viewform)) along with it was mailed to individuals present in the network across India and also to Non residents of India.

**4.3.3 Sampling Element** – Individual buyer was used as the sampling elements of the study.

**4.3.4 Sampling Techniques** - Non-probability purposive sampling technique was used. The study included representation on the each demographic variable gender,

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age, and income to ensure that the demographic variables do not affect the results of the study and also to ensure that the results of the study are suitable for drawing generalizations for at least India

**4.3.5 Sample size-** The overall sample size for the study was 540 individual buyers.

**Table2. Descriptive Statistics**

Age	Income	Gender	
		Male	Female
18-30	Below 3 Lk	65	65
	Between. 4-8 Lk	45	23
	Above 10 Lk	25	22
	<b>Total</b>	<b>135</b>	<b>110</b>
31-45	Below 3 Lk	11	26
	Between. 4-8 Lk	51	41
	Above 10 Lk	39	25
	<b>Total</b>	<b>101</b>	<b>92</b>
46 &Above	Below 3 Lk	11	6
	Between. 4-8 Lk	29	13
	Above 10 Lk	26	17
	<b>Total</b>	<b>66</b>	<b>36</b>

### 4.4 Tools for Data Collection

Extensive review of literature has indicated that main variables of the study have been extensively studied in the western context, and therefore, standardized measures are available to evaluate all the variables. But the trend of Trade Fairs in India differs significantly from what it is available in the western developed countries as well as the behavior of Indian shoppers may be different. Therefore, it was important to develop measures that are suitable for evaluating the variables in Indian context. Self-designed questionnaire based on the extensive survey of literature was prepared from few standardized questionnaires so that it reveals High Face Validity (Table 3) and after discussions with the store owners (only participating stores), retailers in same, experts in the area of Trade Fairs, Professors, readers and few research Colleagues which reflected high content

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validity. Separate measures were developed to measure each of the variables (Impulse buying as dependent and Store-Atmosphere, Product Assortment, Individual Personality Trait and Recreational Shopping Tendencies as Independent) of the study with special reference to Trade Fairs/ Shows. The responses were collected on a Likert type scale of 1 to 5 for all the variables.

**Table 3. Statement Used from Standardized Questionnaire**

<u>ITEM</u>		<u>SOURCE</u>
<b>SECTION I</b>		
<b>Kindly mark product/services that you purchase/purchased impulsively in Trade Fair (multiple responses accepted)</b>		
1. Electronics	8. Footwear	Gupta, Heng & Sahu (2009)
2. Home/kitchen Appliances	9. Cosmetic	
3. Handloom/Handicrafts	10. Sporting Goods	
4. Grocery	11. Toiletries	
5. Toys	12. Apparel	
6. Furniture	13. Food Items	
7. Imitated Jewelry/Gems/ Stone	14. Recreational Item	
<b>Kindly mark Price Range (in Rupee) of purchase made by you impulsively in Trade Fair</b>		Self*
Below 1500		
2000 -3000		
4000-5000		
6000-7000		
7000 & above		
<b>SECTION II</b>		
<b>Kindly mark the type of store where you do Impulse Buying</b>		Self*
Open Stores (e.g. Small Shops)		
Closed stores (e.g. Showrooms)		
Both		
1	The store has an eye-catching Window display/ mannequin displays which compel to enter inside.	Kim (2003), Azevedo (2008)
2	The store has interesting promotional offer/ promotional sign because of which I tend to buy (reduced price, sales promotion, discounts).	Kim (2003), Kunkel & Berry (1968), Azevedo (2008)
3	The store has social class/ Shop Crowding.	Tendai & Crispen(2009) Kunkel & Berry (1968)
4	The store has good Employee assistance.	Mattila and Writz (2006), Kunkel & Berry (1968) Tendai & Crispen(2009) Baker, Levy and Grewal (1992), Arnold, Oum, and Tigert (1983)

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5	The store has mild fragrance	Kotler (1973), Tendai & Crispen (2009)
6	The store has soothing Background Music.	Tendai & Crispen (2009), Wakefield & Baker (1998)
7	The store is very clean in appearance.	Ibrahim and Wee (2002)
8	The store presents testimonials from satisfied users.	Agee and Martin(2001), Dawson and Kim (2009)
9	The store has easy payment plan.	Agee and Martin(2001)
10	The store has excellent credit/debit card use facility.	Agee and Martin(2001)
11	The store lighting is appropriate.	Baker,Levy and Grewal (1992) , Wakefield and Baker (1998), Ibrahim and Wee (2002)
12	The store has proper Ventilation.	Tendai & Crispen (2009),
13	The store has comfortable temperature.	Kotler (1973), Wakefield and Baker (1998)
14	The Store's architecture gives it an attractive character.	Wakefield and Baker (1998), Ibrahim and Wee (2002)
15	The store has absence of waiting time.	Ibrahim and Wee (2002)
16	The store has convenient shopping timings.	Kaufman & Lane, 1996
17	The store provides trial facility.	Kerfoot, Davies & Ward (2003), Paulins & Geistfeld (2003)
18	The Store location has well designed facility of car parking.	Ibrahim and Wee (2002)
19	The Store location has Presence of Play Zone for Kids.	Self*
20	The Store location has clean washroom facility.	Kerfoot, Davies & Ward (2003), Paulins & Geistfeld (2003)
21	The Store location has presence of Food zone.	Ibrahim and Wee (2002), Kerfoot, Davies & Ward (2003), Paulins & Geistfeld (2003)
22	The Store location has overall good lighting.	Baker,Levy and Grewal (1992) , Wakefield and Baker (1998), Ibrahim and Wee (2002)
23	The Store has ATM located nearby.	Self*
24	The Store location is quite spacious.	Semeijn, Van & Ambrosini (2003)
25	The Store location has high security measures (E.g. CCTV Cameras).	Self*
26	The Store location has high safety standards (E.g. fire brigade).	Self*
27	The Store location has doctor facility for emergency.	Self*
28	The Store location has overall good ambience.	Self*
<b><u>SECTION III- Product Assortment</u></b>		
1	The Merchandise is from various parts of the country.	Self*

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2	The Merchandise has genuine Price as compared to the local market.	Kelly, Smith and Hunt (2000), Kunkel & Berry (1968)
3	The Merchandise is of Good quality.	Kunkel & Berry (1968)
4	The Merchandise is present in wide range to choose from.	Tigert and Amold (1981)
5	The Merchandise's alternative is always present.	Tafesse and Korneliussen (2012), Wilkinson et al .(1982)
6	The Merchandise is very common.	Self*
7	The Merchandise is antique	Hirschman (1980)
8	The Merchandise is as per latest trends.	Self*
9	The Merchandise is quite innovative.	Donthu and Gilliland (1996), Hirschman (1980)
10	The Merchandise has got value for money	Self*
11	The Merchandise is present in a large stock	Iyer and Ahlawat (1968)
12	The Merchandise is appreciated by visitors.	Self*
13	The Merchandise is spanking new every year.	Self*
14	The Merchandise reflects updated technology/trends.	Self*
15	The Merchandise Return- purchase policy in store is easy.	Self*
16	The Merchandise price can be paid through credit/debit card swap machine	Agee and Martin(2001)
17	The Merchandise is unavailable in local market.	Self*
18	The Merchandise purchased, makes me feel confident.	Self*
19	The Merchandise, if not purchased, gives feeling of regret afterwards.	Self*
<b>SECTION IV- Individual Personality Traits</b>		
1	I like to visit new stores to see what they have to offer.	Guido, Capestro & Peluso (2007)
2	I sometimes shop just to be around other people.	Guido, Capestro & Peluso (2007)
3	I want to have new experiences when shopping.	Guido, Capestro & Peluso (2007), Park and Kim (2008)
4	I want to feel like I'm exploring new worlds in shopping.	Guido, Capestro & Peluso (2007), Park and Kim (2008)
5	I wish salespeople would just leave me alone.	Guido, Capestro & Peluso (2007)
6	I offer a lower price, when I think I can bargain.	Guido, Capestro & Peluso (2007)
7	I wish salespeople were more attentive and respectful	Guido, Capestro & Peluso (2007)
8	I constantly have my eyes open for good deals	Guido, Capestro & Peluso (2007)
9	It's important to me to be a smart shopper.	Guido, Capestro & Peluso (2007)

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10	I'm always looking for sales and discounts.	Guido, Capestro & Peluso (2007)
11	I enjoy the personal attention I get at stores.	Guido, Capestro & Peluso (2007)
12	I enjoy when there is no pressure to buy.	Guido, Capestro & Peluso (2007)
13	I like being 'pampered' by attentive salespeople.	Guido, Capestro & Peluso (2007)
14	I think its fun to be waited on in stores.	Guido, Capestro & Peluso (2007)
15	I think I can mind my business while shopping.	Guido, Capestro & Peluso (2007)
16	I think it's especially fun to buy 'impulse' items.	Guido, Capestro & Peluso (2007)
17	I enjoy talking with other customers and salespeople.	Guido, Capestro & Peluso (2007)
18	I enjoy 'hanging out' with friends at the store.	Guido, Capestro & Peluso (2007)
<b>SECTION V- Recreational Shopping Tendencies</b>		
1	I think Shopping is identified as an activity that reveals joy.	Kelly, smith and hunt (2000)
2	I sometimes regret buying new things.	Kelly, smith and hunt (2000) Gardner and Rook (1998) Rounti (2007), Coley (2002)
3	I go Shopping to distract myself from my worries	Crawford and Melewar (2003) Gardner and Rook (1993, 1998),
4	I go shopping when I'm in a good mood.	Madhavaram and Laverie (2004), Credit Counselling Society (2003)
5	I buy things for my collection.	Credit Counselling Society(2003)
6	I buy because I feel that I deserve the product.	Credit Counselling Society(2003)
7	I feel shopping is a waste of time	Kwon and Armstrong(2002)
8	I feel shopping is one of my favorite activities.	Kwon and Armstrong(2002)
9	I go shopping when feeling down or had a bad day.	credit counselling society (2003), Mick & De Moss (1990), Gardner and Rook 1998)
10	I love purchasing when I am "excited".	Rook & Gardner (1993), Coley (2002)
11	I think shopping is a good excuse to get out of the house	Guido, Capestro & Peluso (2007)
12	I think shopping is a hassle.	Guido, Capestro & Peluso (2007)
13	I enjoy window shopping and browsing through stores.	Guido, Capestro & Peluso (2007)
14	I go shopping just for a change.	Kim (2003)

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15	I go shopping just to stretch out and walk	Guido, Capestro & Peluso (2007)
16	I go shopping to spend time with my family and friends.	Guido, Capestro & Peluso (2007)
<b>SECTION VI- Impulse Buying</b>		
1	I feel a sense of excitement when I make an impulse purchase.	Kim (2003)
2	I have difficulty controlling my urge to buy more when I see a good offer	Kim (2003)
3	I can afford to make any unplanned purchases.	Kim(2003)
4	I have enough extra money so that I can spend a little lavishly.	Self*
5	I have least brand preference.	Cobb & Hoyer (1986)
6	I think TV Display or Audio announcement encourages for impulse purchase	Qyauum (2001)
7	I get sudden impelling and rapid impulse for making purchase.	Rook (1987), Thompson & Locandor & Polio (1990)
8	I always buy if I really like it.	Coley (2002)
9	I always buy what is on the list.	Donthu and Gilliland 1996
10	If I see something that I think I need, I buy it even though I went shopping for other purposes.	Coley (2002)
11	I tend to spend money as soon as I earn it.	Coley (2002)
12	I sometimes find myself in a state of tension as I buy things that I know I can't afford	Coley (2002)
13	I rarely ever buy impulsively.	Donthu and Gilliland (1996)
14	I want to satisfy my sense of curiosity, when shopping.	coley (2002)
15	I think twice before committing myself.	Donthu and Gilliland (1996)
<b>SECTION VII- Personal Details</b>		
<b>Name: (optional)</b>		
<b>Contact Details:</b>		
<b>Age: 18-30 31-45 46 &amp; above</b>		Bellenger, Robertson and Hrischman (1978), Martin (1972)
<b>Gender: Male Female</b>		Azevedo et al (2008), Gąsiorowska (2010), Kruger and Byker (2009)
<b>Income: Below 3 lakh Between 4 to 8 lakh Above 10 lakh</b>		Mai et.al (2003)

*\* Some statements in the questionnaire are added by the researcher, so they do not reveal any source. Matching with some other source is merely a coincidence.*

### 4.5 Tools Used for Data Analysis

1. Reliability was computed to check whether data items measure the variables

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they are supposed to measure and that the measures are stable when used for repeat measurements.

2. Face Validity and Content Validity of the Questionnaire was checked and found to be high.

3. Factor analysis was applied to identify the underlying factors of Impulse Buying, Store Atmosphere, Product Assortment, Individual Personality and Recreational Shopping Tendencies, and also to further establish the validity of the measures used for collecting data.

4. Multiple Regression test checked the effect of all the independent variable on dependent variables in the SEM Section.

5. AMOS was used for Confirmatory Factor Analysis on the variables separately and Structural Equation Modeling Method for Testing the Model of the study.

6. MANOVA Test was applied to evaluate the effect of Age, Gender and Income on each of the variable of the study, the effect of individual demographic variable was evaluated using Post-Hoc test under MANOVA.