Chapter 7. Implication of the Study

Implications of the study have been evaluated on three fronts; Managerial Implications, Research Implications and Social Implications.

7.1 For Managers

1. The study has provided useful information and valuable insights to Trade Fair organizers and managers to better understand the factors that affect Impulse Buying. Therefore the fair organizers will be definitely benefitted from the study.

2. The study has identified store atmosphere and recreational shopping tendency as the most important factors that affect impulse buying the most and in variety of manners. Therefore organizers can work on various needs of buyer which lead to their recreation and enjoyment along with strong store atmosphere.

3. The Study signifies the various modes through which the suitable store atmosphere and recreational activities or facilities can be created. Therefore managers and organizers should create an atmosphere whether it’s a mall or trade fair where the visitor would like to visit repeatedly.

4. The trade fair organizers must also take care and plan certain zones where the visitor may enjoy with friends and family as store atmosphere and recreational shopping tendencies go hand in hand.

5. The Store organizers will also be benefitted from store size and convenience provided to the buyer and ambiance which is fully loaded with entertainment, enjoyment and recreation as customer will try to visit on a regular basis and will create an acquaintance with the place. Very important contribution is the level of safety and security offered by the organizers which is one important factor affecting buyer behavior.
6. The other factors such as assortment and individual personality must also be aligned with Store atmosphere and Recreational Activities and the overall ambiance should disclose the optimism so that the customer is distracted from worries.

7. The Trade Fair/Show organizers may also plan certain events on special occasions and involve the customer as a participant so that he maintains a high opinion about the place and certainly try to evade activities which may increase his worries in any which ways. Managers should give attention towards emotion regulation of customers by facilitating customer to make a memorable shopping trip. During the data collection phase maximum number of respondents revealed the atmosphere and recreation as the first motive to visit places like Trade Fairs and then comes shopping motive.

8. Here the study has also contributed that income plays an important role in Impulse Buying. Income has shown a momentous effect on Product Assortment, Individual Personality Traits and Recreational Shopping Tendencies. Another important finding was the effect of age and Income when studied together has shown effect on all the independent variables. Therefore managers should also segment their offerings as per age as well as income.

9. Therefore it can be concluded that if Recreational Shopping Tendencies are merged with Store Atmosphere it can make wonders in enhancing Impulsive Buying as it would do alone.

7.2 For Researchers

1. Researchers who are interested to conduct research in Impulse Buying and its Antecedents can expand this work further and can conduct researches on various aspects such as effect of sales promotion, demographic etc.

2. The Study has generated overall five standardized questionnaires on Store Atmosphere, Product assortment, Individual Personality Traits and Recreational Shopping Tendencies with special reference with Trade Fairs in India. These tools can be utilized by other researchers.
3. Though in the current study Product assortment, Individual Personality Traits did not affect the Impulse Buying. But as it is conducted in India same study can be conducted in other Asian countries or any country and researchers can reconfirmed using the questionnaire developed and result may vary in other country context.

4. The results of the study are very elaborate and can be applied directly in real marketing conditions. Researchers may replicate this study across the globe so that the results can be generalized with more surety.

5. Same study can also be conducted again India itself using a bigger sample and comparison can be made accordingly.

6. The research would be of extreme help to those researchers who are conducting research in this field for the first time.

7.3 For Society

1. The current study elaborates various factors that boost the tendency of Impulse Buying. Therefore buyers must be very careful about attractive store and various techniques that are used to influence the buyer decision. The customer must evaluate the utility of the product rather evaluating store atmosphere otherwise such store atmosphere can make him/her buy what is not required at the moment and ultimately it will also result into buyer running out of cash for some other important purchases. Safety and security is one area which is positive for buyer.

2. The study also focuses on recreational shopping tendencies wherein it has been found that customer shops more just to regulate his emotions and considers shopping as a physical activity. In case of Emotion Regulations customer must evaluate whether buying is just because of bad mood or worries or actually he is in need of the product because the customer is ultimately bearing the loss of such attitude.