Chapter- 5

FINDINGS CONCLUSION &
RECOMMENDATION OF THE
RESEARCH
<table>
<thead>
<tr>
<th>S#</th>
<th>Particulars of Contents</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Result and Findings of the study</td>
<td>199</td>
</tr>
<tr>
<td>5.2</td>
<td>Summary of the Findings</td>
<td>211</td>
</tr>
<tr>
<td>5.3</td>
<td>Conclusion of the Study</td>
<td>212</td>
</tr>
<tr>
<td>5.4</td>
<td>Managerial Implications and Recommendations</td>
<td>215</td>
</tr>
<tr>
<td>5.5</td>
<td>Future Research Potential</td>
<td>216</td>
</tr>
</tbody>
</table>
This chapter deals with the summary of major findings of the present study. Findings of the research are based on the detailed analysis performed out using various type statistical tools and techniques. The chapter is further followed by Conclusion, Managerial Implications and Recommendations and Scope for the further research.

A brief discussion of main findings of the study has been explained in the subsequent section.

**5.1 Results and Findings of the study**

Impulse buying is a unique aspect of consumer’s lifestyle. Impulsive buying has contributed a significant amount of revenue to their coffers. Hence, the retailers need to understand the role of various factors which influence impulsive buying.

Numerous factors play a prominent role on impulsive buying of customers. In order to understand these factors that influence on impulsive buying, descriptive statistics has been performed using dependent and independent variables. In this statistical analysis, Urge for impulsive buying has been taken as dependent variable and factors like window display, Proximity, Price, Promotional offer, Hedonic feelings, Having Credit card, Impact of peers has been taken as independent variables. To understand relation between urge for impulsive buying and independent variables simple regression has been performed. The study also incorporates PLS SEM to understand which independent variable has impact on impulsive buying. The detailed findings of analysis are mentioned below. Demographic variable and urge for impulsive buying is also found to be related. Hence, to study the impact of demographic variables on urge for impulsive buying, statistical tests like Mann Whitney U test, Kruskal Wallis and K-S test has been performed in the undertaken study.

- **Overview of the sample Profile**

This sub-section throws a light on the profile of sample taken in this study. The sample has been collected from major cities of Gujarat like Ahmadabad, Surat, Baroda and Rajkot and Quata sampling has been used as sampling method. Population of cities has been studied and accordingly sample size has been drawn from population size with the
help of appropriate statistical method. Relative frequency has been calculated and based on that, samples from each city is determined.

The sample consisted of 475 individuals who visited shopping mall in Gujarat. In terms of Gender, 52% Male and 48% Female were surveyed in this study. Married (65.5%) and Unmarried (34.5%), 20 to 30 years (46.5%), 31 to 40 Years (31.2%), 40 -50 Years (13.3. %) and Age > 50 (9.1%). Various key variables like difference according to demographics in Impulsive Buying tendency and Urge for Impulsive Buying have been tested.

- **Products Purchased Impulsively**

The study tried to understand the products purchased impulsively. To know this the respondents were presented with multiple choice questions and it led to find out the impulsively purchased products.

Customers tend to purchase a wide variety of products impulsively. Customers were presented numerous options for the selection of the type of products they preferred to purchase impulsively. The question asked to identify the product purchased impulsively was multiple choice in nature.

On the basis of the response, the study revealed that chocolates (77%), Apparels (65%) and food (52%) are mostly purchased impulsively from various organized retail stores in Gujarat. Result of this study is in line with the previous research that FMCG, Chocolates, Biscuits, cookies and Apparels are purchased more impulsively. Impulsive buying behavior is a widely recognized phenomenon. It accounts for up to 80% of all purchases in certain product categories (Abrahams, 1997¹; Smith, 1996²). It has been suggested that more purchases result from impulse than from planning (Sfiligoj, 1996³). Product like Accessories (22%), Jewellery (15%), and electronic items (8%) are purchased less impulsively.
• **External Factors (Store Related Factors) and Urge for Impulse Purchase**

One of major objective of present study was to investigate the impact of store related factors like Price, Promotion offers, Behavior of staff, Proximity on urge for Impulsive Buying. To understand the relation of various external variables with urge for impulse purchase first regression analysis has been performed. To understand the statistical significance of various external variables on urge for impulse purchase further PLS- SEM was performed. Major Findings of variables has been mentioned in below sub sections.

External factors like window display, promotional offer, low price offer, self-service etc. are one of the driving forces leading to impulsive buying. Researchers have tried to identify such in store factors by conducting various kinds of studies.

Stern Haqkins (1962)⁴ David T. Kollat and Ronald P. Willett(1969)⁵ and others had studied impact of in store factors like window display, promotional offer, In store advertisement, low price, Self service, staff Behavior on impulsive Buying. Hence, Research carried out in this field suggested that in store factors had impact on impulsive buying.

Researchers classified the in-store shopping environment into two distant effects i.e. the promotional, informative and economic effect, and the atmospheric engagement effect. The promotional effect consists of stimuli like promotional discounts (coupons, multiple-item discounts and gifts) and cheaper prices, while atmospheric engagement effect include stimuli of enjoyment and attractiveness like in-store advertisements, store displays, salesperson, shop crowding etc. Results indicated that presence of an enjoyable, pleasant and attractive in-store shopping environment increased the chances of impulsive buying among consumers.

In this research various in store factors like promotional offer, Window Display, Proximity of the product, Price of the product and Staff Behavior is taken in to
consideration and effect of all mentioned factors on urge for impulsive buying is tested using Structure equation modeling.

**Window Display**

Window Display is one of the factor which allures the customers to enter in a particular retail store. The customer footfall created on the basis of window display may lead to impulsive buying.

Window Display is referred as Decorative Display of the product within the store in order to grab the attention and attract customer. Majority of the people prefer to purchase looking at the window display. Attractive window display at times may lead people to purchase product which they did not plan. Kollat (1969)⁶, Hawkins (1962)⁷ had studied impact of window display on impulsive Buying and they found positive relationship with window display and Impulsive Buying. Research result is in line with the previous research that window display has impact on urge for impulsive Buying. To study the impact, structure equation modeling has been used. Structural relationship between window display and urge for impulsive buying is 7.159 which is greater than 1.96.

Results of the study clearly indicated that window display has influence on impulsive purchase. It implies that the retailers need to focus on attractive and prominent window display in order to increase the sale of their store.

**Promotional Offer**

Promotional offer has a major impact on Impulsive buying. Facing a promotional offer increases the desire of the customer to make a quick purchase.

Promotional offer means set of activities done by retailers to increase sale. Retailers offer Promotional offers like discounts, Free Gifts, % off, Buy 1 get 1 free and coupons. Faber (2000)⁸, Nina koski (2004)⁹, Sandy Dawson and Minjeong Kim (2009)¹⁰ had found positive relationship with the promotional offer and impulsive Buying. The Result of the study is in line with the previous research.
The study demonstrates that promotional offer and urge for impulsive buying are positively related with each other. Positive relationship exists between urge to purchase impulsively and promotional offer.

**Staff Behavior.**

Staff behavior are motivating and winning factors for the customers as it enhances the experience of the customer and helps them in the selection of the merchandise.

Jones (1999)\(^\text{11}\) found importance of staff behavior in impulsive buying. Consumers tend to enjoy a shopping experience with supportive and friendly shop assistants. Salespeople can really make the shopping experience fun and enjoyable by providing extraordinary service. Consumers enjoy shopping more without the presence of an overbearing salesperson although they do, however, appreciate when a salesperson is nearby and helpful. Present research study is contradictor to the previous studies.

Present research results reveal that there is no any significant relationship with the staff behavior and urge for impulsive buying. The structural relationship between staff behavior and urge for impulsive buying is 1.797 which is less than 1.96 as a result behavior of staff has no influence on impulsive purchase.

**Price**

Price is one of the factor that induces the customers to make the purchase immediately. Attractive price probes the customers to make the final purchase decision immediately.

Ronald J. Faber (2000)\(^\text{12}\) and Nina Koski (2004)\(^\text{13}\) found price of the product influence people to purchase impulsively. Present Research is in line with the result of the past researcher and found relationship with the price and urge for impulsive buying.

Results of the study indicate that if the price of the product in retail store is less as compared to other retail stores than people are having more desire to purchase impulsively. Hence, price plays a leading role in impulsive buying.
**Proximity**

Proximity activates the decision making of the customers which in turn triggers the buying process. This leads to unplanned purchase of the product.

Proximity means product is eye catching to customer it is near to customer so than can touch, feel, smell or taste. Researchers found relation with proximity and impulsive buying. Hoch & Lowenstein, (1991)\(^{14}\) Miskel, & Ayduk, (2004)\(^{15}\) and Mishcel & Ebbesen (1970)\(^{16}\) found that Proximity is a factor that facilitates impulsive actions. Rook (1987)\(^{17}\), Rook & Hoch (1985)\(^{18}\) reported that Consumers have indicated that by just looking at the items in stores or catalogues can stimulate desires for the purchase of good, Voh & Faber (2000)\(^{19}\) Physical proximity also stimulates sensory inputs such as (1) touching goods in store (2) tasting free sample of foods, which also affect desire.

The results of this study is the in line with the previous study found positive relationship between proximity and urge for impulsive buying. To study the relationship between proximity and urge for impulsive buying structural equation Modeling has performed. Structural relationship between proximity and urge for impulsive buying is 5.621 which is greater than 1.96 and it can be said that proximity has influence.

- **Internal Factors and Urge for Impulse Purchase**

The study tried to examine the impact of consumer related factors like Hedonic feelings and IBT on urge for impulsive Buying. To understand this PLS-SEM was performed. Findings of the PLS-SEM was mentioned in below statements.

Many research based surveys indicate that Internal Factors play a vital role on impulsive buying. Researchers have investigated the impact of some consumer related factors like mood, Hedonic feelings, Impulsive Buying Tendency, Culture, Self Control Failure and other. This study has taken Impulsive Buying Tendency and Hedonic feelings taken into consideration for further research.
Hedonic Feelings

Angela Hausman (2000)\textsuperscript{20} found that Individual consumers' impulse buying is correlated with their desires to fulfill hedonic needs, such as for fun, novelty, and surprise. Result also demonstrates that consumers who were more impulsive are more likely to shop for hedonic reasons than those who possess a small or moderate score on impulsiveness. Present study found no relationship between hedonic feelings and Urge for purchase impulsively. To study its impact SEM was used. Structural relationship between Hedonic feelings and urge for impulsive buying is 0.366 which is less than 1.96. So hedonic feelings has no influence on impulse purchase.

Impulsive Buying Tendency

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Impulsive Buying Tendency is a consumer individual trait people who are having more tendencies have more desire to purchase impulsively.

Present study is inline with the previous study that impulsive buying tendency is having positive relationship with the urge for purchase impulsively. To study the impact SEM was used. Structural relationship between Hedonic feelings and urge for impulsive buying is 3.146 which is greater than 1.96 As a result IBT has influence on impulse purchase.

- Situational Factors and Urge for impulse Purchase

One of major objective of present study was to investigate the impact of situational factors like having credit card and Peers on urge for impulsive Buying in organized retail store. To understand the relation with urge for impulsive buying first regression analysis has performed. To understand the statistical significance of various external variables on
urge for impulse purchase further PLS- SEM was performed. Major Findings of the test was mentioned in below statements.

Situational factors are referred as the external factors coming from the shopping environment when buyer comes into contact with particular visual stimuli (product or promotion) that create the unplanned purchase.

Situational factors play a key role on motivating the customers to purchase impulsively. Situational factors like having credit card, shopping with peers, Type of Trip, availability of Money and others have been studied by many researchers. The present study has taken into account two situational factors namely, having credit card and shopping with peers.

**Shopping with peers**

Numerous studies have tried to find the relationship between shopping with peers and impulsive buying. Xueming Luo (2005)\(^\text{21}\) suggested that the presence of peers increased the urge to purchase, and the presence of family members decreased it. Present study is not inline with the previous study. This study did not find any significant relationship with the presence of peers and urge for impulsive Buying.

To examine the relationship between shopping with peers and urge for impulsive purchase SEM has been used. Structural relationship between proximity and urge for impulsive buying is 0.091 which is less than 1.96 and as a result it can be concluded that shopping with peers has no significant influence on impulsive purchase. The present study hence concludes that shopping with peers and impulsive buying are not related with each other.

**Having Credit Card**

Credit card plays a very prominent role in the purchase of the product impulsively. Impulsive buying may be accelerated due to credit card use.
The studies carried on this parameter found positive relationship between having credit card and Urge for impulsive Purchase. Present study is inline with the past study and found relationship between having credit card and urge for purchase impulsively. To understand the relationship between having credit card and urge for impulsive purchase SEM has been used. Structural relationship between credit card and urge for impulsive buying is 5.594 which is greater than 1.96 and hence, having credit card has influence on impulse purchase.

Thus, it can be stated that owning a credit card encourages the customers to purchase impulsively.

- **Demographics and Impulsive Buying Tendency**

To identify impact of demographics variable gender, age, income and marital status on urge for impulse purchase first normality of data has been tested. To test normality of data K-S test has been performed. Result of K-S test reveled that data is not normally distributed. Further for analysis non parametric test has been performed. To analyze difference as per gender and marital status Mann Whitney U test has been performed. To understand difference as per age and income Kruskal Wallis test has been performed. Findings of the study have been mentioned in detail sub sections.

Demographic variables refer to gender, age, marital status, income, occupation, education. These variables play a prominent role in Impulsive buying. This study has taken into consideration the demographic variables namely gender, age, income and marital status.

**Gender**

Numerous researchers have tried to find the relation between gender and impulsive buying tendency.

It has been evident that research results in terms of gender generally differ (Rook & Hoch, 1985; Dittmar etal., 1995, 1996; Coley & Burgess, 2003; Gilboa, 2009; Buendicho, 2003; Verplanken & Herabadi, 2001; Gutierrez, 2004; Wood, 1998).
Based on previous research demonstrating stronger impulse buying tendencies in women than men (Dittmar, 2005)\textsuperscript{30} Dittmar, et.al, (1995)\textsuperscript{31} Lin and Chuang (2005)\textsuperscript{32} show that the level of impulsive buying behavior is gender specific.

To understand difference in Gender and Impulsive buying tendency Mann Whitney U test has been performed. Significant value is 0.012 which is less than level of significance. Hence, Null Hypothesis is rejected therefore difference in gender and impulsive Buying Tendency is exist. Female is having more impulsive buying tendency than male.

Age

Literatures pertaining to age and impulsive buying demonstrate that there exists a association between age and impulsive buying tendency.

The research results mainly show that impulsive buying is associated with age (Bellenger et al., 1978\textsuperscript{33}; Wood, 1998\textsuperscript{34}; Gutierrez, 2004\textsuperscript{35}). It has been argued that shoppers under 35 years of age were more prone to impulse buying compared to those over 35 years old. (Bellenger et.al. (1978)\textsuperscript{36} Wood, (1998)\textsuperscript{37} Lin and Chuang (2005)\textsuperscript{38}). Researchers have found a relationship between age and impulsive buying. Impulsive buying tendency tends to increase between the ages 18 to 39, and then it declines thereafter (Bellenger & Robertson & Hirshman, 1978\textsuperscript{39}; Kacen and Lee, 2002\textsuperscript{40}). A relationship was found between age and impulsive buying. It is at a higher level between age 18 to 39 and at a lower level thereafter (Wood, 1998)\textsuperscript{41}.

To understand difference in IBT according to age kruskal Wallis test has been performed significant value is 0.014 which is less than level of significance Hence, Null Hypothesis is rejected. Hence, there is difference in Age and Impulsive buying Tendency which is inline with the previous research.

Income

Earlier many academicians performed many research and tried to understand the relation between Income and Impulsive buying tendency.
Research results mainly show that impulsive buying is not associated with income (Bratko et al., 2007; Buendicho, 2003; Tirmizi et al., 2009; Gutierrez, 2004). However, Peter & Olson (1999) predict that a very strong relationship exists between income and impulse buying.

To understand difference in IBT according to Income kruskal Wallis test has been performed significant value is 0.057 which is greater than level of significance Hence, Null Hypothesis is accepted. Hence, there is no significance difference in Income and Impulsive buying Tendency.

**Marital Status**

Numerous researchers have tried to find the relation between marital status and impulsive buying tendency.

To understand difference in IBT and marital status Mann Whitney U test has been performed. Significant value is 0.13 which is greater than level of significance Hence, Null Hypothesis is accepted therefore no significant difference found between marital status and Impulsive Buying Tendency.

- **Demographics and Urge for Impulsive Buying**

One of major objective of present study was to understand the impact of demographics variables like age, Income, Gender and marital status on urge for Impulsive Buying in organized Retail Store. To understand the objective first normality of data was checked using K-s test. Result of Test revealed that data is not normally distributed further for analysis non parametric test has been performed. To understand the difference in gender and urge for impulse purchase Mann Whitney U test has been performed. To understand the difference in Age and Income in Urge for impulse purchase Kruskal Wallis test has been performed. Detail findings of the study have been mentioned in below sub sections.
Gender

Many researchers had conducted research on demographics and Impulsive Buying. Researcher found positive relationship between gender and urge for impulsive buying. To understand the difference in urge for impulsive buying according to gender Mann Whitney U test has been performed and the value is 0.008 Hence, Null Hypothesis is rejected. Hence, there exists difference in urge for impulsive buying according to Gender.

Age

Bellenger, Wood and et.al had studied on Age and Impulsive Buying. To understand the difference in Age and urge for impulsive buying Kruskal Wallis Test has been performed. P-value of test is 0.03 which is less than 0.05 Hence, There is difference in urge for impulsive buying according to Age. Relationship was found between age and urge for impulsive buying. It is at a higher level between age 18 to 39 and at a lower level thereafter (Wood, 1998)47.

Income

Kollat and Willet (1967)48 reported that Incomes do not have any influence on rate of unplanned purchase. To Study the difference in urge for impulsive buying as per Income Kruskal Wallis test has been performed. Result of Kruskal Wallis test inferred no difference in urge for impulsive buying according to Income.

Marital Status

To understand the difference in urge for impulsive buying as per marital status Mann Whitney U test has been performed. Result of Mann Whitney U test inferred no difference found in urge for impulsive buying according to marital status.
## 5.2 Summary of the Findings

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Statistical Test Applied</th>
<th>T-value</th>
<th>Decision</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1a0</td>
<td>SEM</td>
<td>7.159</td>
<td>Rejected</td>
<td>Window display has significant relation with Urge for Impulsive Buying</td>
</tr>
<tr>
<td>H1b0</td>
<td></td>
<td>10.784</td>
<td>Rejected</td>
<td>Promotional offer has significant relation with Urge for impulsive Buying.</td>
</tr>
<tr>
<td>H1c0</td>
<td></td>
<td>1.797</td>
<td>Accepted</td>
<td>Staff Behavior has no significant relation with Urge for impulsive Buying</td>
</tr>
<tr>
<td>H1d0</td>
<td></td>
<td>5.211</td>
<td>Rejected</td>
<td>Price has significant relation with Urge for Impulsive Buying</td>
</tr>
<tr>
<td>H1e0</td>
<td></td>
<td>5.621</td>
<td>Rejected</td>
<td>Proximity of the product has significant relation with urge for impulsive Buying</td>
</tr>
<tr>
<td>H1f0</td>
<td></td>
<td>0.091</td>
<td>Accepted</td>
<td>Shopping with peers has no significant impact on urge for impulsive Buying</td>
</tr>
<tr>
<td>H1g0</td>
<td></td>
<td>5.594</td>
<td>Rejected</td>
<td>Having Credit card has significant impact on urge for impulsive Buying</td>
</tr>
<tr>
<td>H1h0</td>
<td></td>
<td>0.366</td>
<td>Accepted</td>
<td>Consumer Hedonic Feelings has no significant relation with urge for impulsive Buying</td>
</tr>
<tr>
<td>H1i0</td>
<td></td>
<td>3.146</td>
<td>Rejected</td>
<td>Impulsive Buying Tendency has significant relation with urge for impulsive Buying.</td>
</tr>
<tr>
<td>H2a0</td>
<td>Mann Whitney test</td>
<td>0.012</td>
<td>Rejected</td>
<td>There is significant difference in gender and Impulsive Buying Tendency.</td>
</tr>
<tr>
<td>H2b0</td>
<td>Kruskal Wallis Test</td>
<td>0.014</td>
<td>Rejected</td>
<td>There is significant difference in age and Impulsive Buying Tendency</td>
</tr>
<tr>
<td>H2c0</td>
<td>Kruskal Wallis Test</td>
<td>0.057</td>
<td>Accepted</td>
<td>There is no significant difference in income and Impulsive Buying Tendency</td>
</tr>
<tr>
<td>H2d0</td>
<td>Mann Whitney Test</td>
<td>0.13</td>
<td>Accepted</td>
<td>There is no significant difference in marital status and Impulsive Buying Tendency</td>
</tr>
<tr>
<td>H3ao</td>
<td>Mann Whitney test</td>
<td>0.008</td>
<td>Rejected</td>
<td>There is significant difference in gender and urge for impulsive buying.</td>
</tr>
<tr>
<td>H3b0</td>
<td>Kruskal Wallis Test</td>
<td>0.03</td>
<td>Rejected</td>
<td>There is significant difference in age and urge for impulsive buying.</td>
</tr>
<tr>
<td>H3c0</td>
<td>Kruskal Wallis Test</td>
<td>0.15</td>
<td>Accepted</td>
<td>There is no significant difference in income and urge for impulsive buying</td>
</tr>
<tr>
<td>H3d0</td>
<td>Mann Whitney Test</td>
<td>0.07</td>
<td>Accepted</td>
<td>There is no significant difference in marital status and urge for impulsive buying</td>
</tr>
</tbody>
</table>
5.3 Conclusion of the study

Now-a-days Impulsive buying is found to be a very common behavior. People are tempted to purchase impulsively due to host of reasons described in this thesis. Many external and internal factors, which have a strong influence on impulsive buying phenomenon, are also discussed in this section on the basis of the survey conducted.

The present study aimed to understand in detail the impact of various external factors, internal factors and situational factors on impulse purchase. In this study numerous external factors like promotional offer, price, Window display, Proximity and staff behavior has been taken under consideration. Apart from the external factors, variety of internal factors like hedonic feelings and Impulsive buying tendency have also be studied. Taking this study further, situational factors like having credit card and shopping with peers are considered in order to understand the impact on impulse purchase. An attempt was made to investigate the role of various demographic variables on impulse buying among consumers. Various hypotheses were framed keeping in mind the objectives of the study and the entire framed hypothesis were tested using various statistical methods.

One of the objective of present study was to understand the product category which is purchased impulsively. To understand this descriptive statistics has been performed in analysis section. It revealed that products like chocolates (77%), apparels (65%) and food (52%) are mostly purchased impulsively from organized retail stores in Gujarat. Result of present study is in line with the previous research which mentioned chocolates, Apparels, food are purchased impulsively.

The present study is focused on various variable effecting urge for impulse purchase. To understand the relation of various variables like window display, Promotion offer, Price, IBT, Hedonic feelings ,Having credit card etc. on impulse purchase first simple regression has been performed. Result of simple regression revealed that variables like Window display, Promotional offer, Price, Having credit card, Proximity and IBT had moderate relationship with urge for impulse purchase. Furthermore, variables like Staff
Behavior, Credit card and Hedonic feelings had low relationship with urge for impulse purchase.

Further, to understand the combined effect of all the studied variables on urge for impulse purchase Confirmatory Factor Analysis (CFA) has been performed after studied individual variable relation with urge for impulse purchase using simple regression. Reliability of the construct has been checked using composite reliability and cronbach alpha method. Discriminant validity has been tested based on formula given by Fornell lacker. Further, convergent validity has been checked using AVE score. Result of test depicts reliability and validity of the construct.

The major objectives of present study were to understand the relationship of Internal, external and situational variables on urge for impulse purchase has been tested using path modeling or CFA. The structure relationship between Window display, Promotional offer, Price, Proximity, Having credit card and IBT to urge for impulse purchase is significant at p =.000 indicating rejection of H1a0,H1b0,H1d0,H1e0,H1g0 and H1i0 and therefore confirming significant effect of window display, Promotional offer, Price, Proximity, Having credit card and Impulsive Buying Tendency (IBT) on urge for impulse purchase. The result of present study has been inline with the previous study conducted by researchers. The structure relationship between staff behavior to urge for impulse purchase is not significant at p =.073 indicating acceptance of H1c0 therefore no significant relationship exist between staff behavior and urge for impulse purchase. Present research study is contradictor to the previous studies conducted by Jones (1999).

The structure relationship between shopping with peers to urge for impulse purchase is not significant at p =.92 indicating rejection of H1f0 it showed no significant impact of shopping with peers on urge for impulse purchase. Xueming Luo (2005) suggested that the presence of peers increased the urge to purchase, and the presence of family members decreased it. Result of present study is not inline with the previous study. The structure relationship between hedonic feelings to urge for impulse purchase is not significant at p =.715 indicating rejection of H1h0 therefore no significant relation between hedonic feelings and urge for impulse purchase is exist.
The other objectives of present study was to understand the impact of demographic variables like Gender, Age, Income and marital status on urge for impulse purchase and IBT. To understand the difference in IBT and urge for impulse purchase as per Gender and Marital status Mann Whitney U test has been performed and the result of the test revealed that H2a0 and H3a0 is rejected and H2d0 and H3do is accepted therefore significant difference in IBT and urge for impulse purchase has been exist as per gender. Previous researcher demonstrating stronger impulse buying tendencies in women than men (Dittmar, 2005). Dittmar, et.al, (1995) Lin and Chuang (2005) showed that the level of impulsive buying behavior is gender specific. Further, present study found no significant difference in urge for impulse purchase and IBT as per marital status. The result of present study was inline with the past study.

To understand the difference in IBT and urge for impulse purchase as per Age and Income Kruskal Wallis test has been performed and the result of the test revealed that H2b0 and H3b0 is rejected and H2c0 and H3c0 is accepted therefore significant difference in IBT and urge for impulse purchase has been exist as per age. Past researchers have found a relationship between age and impulsive buying. Impulsive buying tendency tends to increase between the ages 18 to 39, and then it declines thereafter (Bellenger & Robertson & Hirshman, 1978; Kacen and Lee, 2002). Result of present study is inline with the past study. Further, present study not found any significant difference in IBT and urge for impulse purchase as per Income. Many Previous researches not found significant relation between Incomes and urge for impulse purchase. Result of the present study is inline with the past research.

Therefore the bottom line of the study substantiate that window display, Promotional offer, Price, Having credit card, IBT and proximity variables across the globe is getting impetus in its implication and involvement in crafting and redefining the concepts of Impulse Buying. As the current study is done in special reference with organized retail stores in Gujarat, the results can be used in the entire country to enhance the achievement and recognition.
5.4 Managerial Implications and Recommendations

Retailing in India is the pillars of economy and contributes about 22 percent of its GDP. Retailing today is more difficult and aggressive than ever before. Hence, due to increase in competition in retail industry it becomes tough task for retailer to generate sales and revenue. It is must for retailers to understand the need, wants, preference and factors influencing customers for buying decision.

Prasad (1975) found in his research paper that 62 percent of discount store purchases and 27-62 percent of all department store purchases fell into impulse purchases categories. Hence, Impulse buying is an important phenomenon to understand for marketer to increase sales and revenue of the store. The present study focused on various factors influencing for impulsive buying. The study revealed that customer prefer to do more impulse purchase for products like apparels, Grocery, Candy, Chocolates, books, magazines and food items. Whereas products like jewellery, Accessories and electronics items were less prefer to purchase impulsively. Therefore retailer should give more visibility to products like candy, chocolates, books, magazines, grocery and food items in the retail store to encourage customer for impulse purchase.

The present study revealed that window display is an important factor for impulse purchase. Hence, marketer should emphasis on attractive and decorative window display which encourage customer to visit retail stores and helps to increase footfalls and sales and revenue of the store.

The study also discovered that price and promotional offer influencing customer for impulse purchase. To increase sales and revenue of the store manager should offer discounts and other promotional schemes which is preferred by the customer. Manager should keep price of the product is less compare to competitors.
Study found that proximity is important factor for impulse purchase. Hence, marketer should place product in retail store which is visible to customer. If customer can able to touch, feel, smell and see the product more chances to purchase.

Marketers should ensure to facilitate the payment process by allowing purchases by credit cards which leads to greater impulse buying and thereby increase in purchase.

The different components of the demographics have varying relations with impulse purchase. Hence care must be taken while generalizing the results across various product categories at different geographic locations.

As the results of this survey demonstrate that various factors play a significant role in impulsive buying, it can be recommended that in order to gain a competitive advantage and sustain market competition, the retailers and managers must also focus on unplanned buying.

5.5 Future Research Potential

This study focused on impulse buying in organized retail store in general it can be extended to other sectors like consumer durables, Jewelry, apparels, cosmetics, grocery, home appliances and others. Future research can be carried out for explore impulse buying within television, internet, telemarketing, direct mail shopping, on line shopping and other traditional retail stores format.

Scope of present study is limited to Gujarat only and responses from 475 respondents have been taken. Further, study can be carried out for other geographical area within India or same study can be expanded for other country and can examine its impact on other cultures which can be another area of research interest.

In present study variables like promotional offers, Price, Window display, Proximity, Hedonic feelings, IBT, having credit card has been studied. Based on literature review found that variables like mood, emotions, culture, self-control failure, Type of shopping
trip, availability of money, Visual Merchandising and other variables also had impact on impulse purchase. Hence, further research could be possible for study impact of other variables on impulse purchase. Future research can be possible for to study impact of cognitive and affective variables on impulse buying.

The present research can be expanded to include demographic subcultures, social classes and lifestyle factors as well in the personal factors. Future research may examine analytical dimensions which best differentiate impulsive buyers from other consumers and also explore at what point impulse buying becomes compulsive. Further research may be carried out to understand the effect of some marketing factors like 24 hours retailing on impulse purchase.

For the present study personal survey method has been used for data collection future research can be carried out using different data collection methods like observation and experiment. In current study proposed model was tested using Smart PLS software and simple regression future study could be done using other statistical techniques and other software. Further, Model can be tested using some moderating variables like age, gender, Income.

References


6. Ibid


31. Ibid


